

Teodora Frenyo | Senior Art Director

🎨 **Senior Art Director** | Data-Driven Storyteller | Strategic Brand Builder

📍 EU-based | 🗑️ 10+ years | 💬 EN, DE, HU, ES

🔗 [Portfolio](#) | [LinkedIn](#)

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What you gain if you hire me:

- Built and led **international campaigns** /Mastercard, Nestlé, TEDx, Nokia/
- Extensive experience in **brand management, campaign** and **project leadership**
- Proven record in **art direction, video & interactive storytelling**
- Skilled in **cross-platform design, content creation**, and **customer-focused design solutions**
- **AI prompt knowledge** in multiple languages, **AI-generated imagery** and **copywriting** tools (*ChatGPT, Gemini, Jasper DALL-E, MidJourney Adobe Firefly*)
- Expert in **Adobe CC**, proficient in **Figma, WordPress**, and **AI design tools**
- Agile, **multilingual** (EN, DE, HU, ES), psychology-driven thinker with a **marketing design mindset**
- Known for a strong **feedback culture**, clear communication, and inspiring team leadership

Recent Highlights:

- **Visual lead** for Mastercard "Bank of the Year" awards
- **Animation & campaign** for Berlin mobile phone recycling (INKOTA)
- Luxury cosmetics **e-commerce branding** (logo, packaging, webdesign, photo)
- TEDx Kreuzberg & Nokia's European Researchers' Night – **full event concept**

Skills:

Campaign development | **Art direction** | Video production | **Interactive storytelling**
| Cross-platform integration | Content creation | Social media campaign | **Adobe CC+** |
Figma | **AI tools** | Multitasking | Effective communication | Deadline management |
Multilingual (EN, DE, HU, ES) | Marketing & Design, Psychology in marketing