



FILIP DANILOV

Freelance

2012 – present

Art director, Dentsu Creative

2/2022 – 11/2024

- Led creative work for Generali Insurance Company, TESCO and KHN
- Developed TV commercials, internal campaigns, Key Visuals over a two-year period
- Supervised a team of graphic and motion designers to ensure high-quality, brand-consistent output
- Contributed to the evolution of brand guidelines

Art director – Marketing, Economia a.s.

12/2019 – 1/2022

Economia is a major Czech media house.

- Led visual and creative direction for B2C and B2B campaigns
- Unified branding across digital, print, and social media
- Drove an increased focus on social content and created social media templates and brand guidelines
- Supervised external designers and internal teams (UX, Web developers)

Campaign designer, MALL GROUP a.s.

2/2018 – 10/2019

MALL Group was a leading e-commerce company in Central Europe, later acquired by Allegro.

- Designed visuals for online campaigns, TV spots, banners, and email marketing
- Developed a new style for animated product videos
- Created templates and design systems to speed up production

Art director, S&P Broadcasting a.s.

8/2016 – 12/2017

- Helped modernize the TV station's visual identity
- Created show intros, animated titles, and promotional videos for news and lifestyle content

Motion designer, CE Media s.r.o.

9/2015 – 8/2016

Education

Czech technical university in Prague
Bachelor's degree

References

will provide contact if needed

Troy Palmer
(Creative Director)

Pavla Majerova
(Head Of Marketing)

Lenka DiNozzi
(Head Of Marketing)

Technical Skills

Adobe CC (Photoshop, After Effects, Illustrator, InDesign, Premiere Pro), Figma, Blender, Sketch, InVision, CorelDRAW, HTML, CSS, JavaScript, WordPress, Webflow

AI: Midjourney, Adobe Firefly, ImageFx, Whisk, Leonardo, KREA, Hailuo AI, DALL·E, ElevenLabs, Runway

Mac OS, Windows OS