

Hi, my name is Alex Litovka.

➡ I'm an award-winning designer & Art Director.

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[linkedin](#)

based in Minsk, available globally

✉ alexlitovka@outlook.com

Independent | Art Director & Designer Apr. 2021 — present

Working as a **freelance creative and design** consultant, **creating personal projects, and writing a screenplay**. In 2021, I took part in **MADS'** (a school for young ad creatives) graduation review as a **jury member**.

BBDO Moscow | Art Director Nov. 2017 — Apr. 2021

Partnering with a copywriter, I was responsible for WWF, Yandex, Mars, and Dodo Pizza campaigns, working under the direct supervision of the ECD. I became the **#1 most awarded Art Director** in Russia in 2020 & 2021.

Birds Records, an integrated campaign for WWF x Yandex Music, became **the most awarded Eastern European ad of all time**, getting recognition at almost all the major shows, including the country's first **Eurobest Grand Prix**. The project became a media hit, generating **1+ billion unpaid impressions**.

We launched Birds Records with a **unique music video** called **Wild**. I spent over 3 months overseeing the work of 20 illustrators, artists, and animators. The video received widespread public acclaim, **39 global awards**, a late-night show invitation, and an **official selection** from **Annecy**, one of the world's top animation festivals.

Open Source Pizza for Dodo Pizza, an integrated campaign focusing on AI and data, became the brand's most successful ad. A local company attracted partners from 14 countries, generating **400+ million unpaid impressions with a zero media budget**. On the launch day, we even pissed off some loyal customers by selling our entire supply of exclusive pizzas in just the first 3 hours. The project won **37 global awards, including One Show, Webby, Epica, and Art Directors Club of Europe**.

Our creative team **solely led Yandex Market** (basically Russian Amazon) projects in 2017-2018, **executing over 100 creative and product briefs**. We helped launch a new marketplace (Beru), getting recognized at **Effie Awards**. Later, we kept our client, **winning Russia's biggest pitch** of the year.

In 2021, we **added a new long-term client** to the agency's portfolio — **A101** (a real estate holding company).

Leo Burnett Moscow | Art Director Jun. 2016 — Nov. 2017

Partnering with a copywriter, I was responsible for **360° McDonald's, Renault, and ABI Product** campaigns.

We brought the forgotten **McDonald's Monopoly** promo back to Russia, winning the **2017 Effie Bronze** for Outstanding Business Results. Next year's campaign outcome was even better: **Effie Bronze, two Tagline Awards Gold, and a Bronze**.

The Work of Three, a TV spot for ABI Product (a local sausage brand), helped increase the brand's popularity in the region. It won **Red Apple Bronze** and **Art Directors Club of Russia Silver** in the Film category.

BBDO Moscow | Art Director Apr. 2015 — May 2016

Independent | Art Director & Designer Oct. 2014 — Apr. 2015

TDI Minsk | Art Director Apr. 2014 — Oct. 2014

BBDO Moscow | Designer Feb. 2013 — Mar. 2014

Brand Support Warsaw | Creative Intern Jul. 2011 — Sep. 2011

Awards

Cannes Lions, D&AD, Eurobest, One Show, Webby, Epica, ADC*E, Cresta, Caples, Ad Stars, PHNX Tribute, Golden Drum, Effie Global, Effie Europe, Effie Russia, Red Apple, White Square, ADC*R, Sreda, Tagline, G8, Grand Awards, Annecy International Animation Film Festival, Russian Animation Festival in Suzdal, Baikal International Film Festival, Adpeak, Best Ads, Eurobest Young Creatives, Young Glory

Education

Warsaw School of Information Technology
B.A. in Graphic Design (2009 — 2012)