## design.andreikovalev.com

# andreikovalev

## graphic and 3d designer

## profile

## experience

I am an experienced graphic and 3d designer for the last 14 years working in the trade show and event production business, specializing in graphic design for large format advertising materials. As a 3d designer I am experienced in creating custom and system modular trade show exhibits as well as in any visualization of corporate promotional events set-up, including mobile experiential programs and unique conversions of promo vehicles.

#### July 2014 - present: Freelance Graphic Artist

Toronto, Canada

Creating 3D and graphic designs for online and printed materials.

#### Sept. 2011 - July 2014: Senior Designer

Toronto, Canada

TAG (Davis Display was merged into TAG)

My primary role was design for exhibits (custom and system), POP displays and special events, such as mobile promotion events, double-expandable trailers and RV conversions and experiential marketing set-ups. Also I designed and created production files for large and x-large format graphics, created guidelines / specs for this type of art and coordinated file preparation with outside graphic artists.

#### Jan. 2001 - Sept. 2011: Senior Graphic and 3d Designer

Toronto, Canada

Davis Display and Event Productions Inc.

Created designs for modular (Octanorm) and custom exhibits, in-store displays and special events, graphic design for large format printed materials: exhibit graphic panels, backdrops, banners and posters, as well as 3D visualization of client's promotional events and experiential marketing set-ups.

#### June 1998 - Dec. 2000: Freelance Graphic Artist

Toronto, Canada

Goodgol Curtis (Ad Agency), TCG (The Creative Group Agency), Davis Display Inc.
Created concept art for Bata Global promotional campaigns (1999-2000); illustration for Esso credit card and other agency's clients. Created web site for Davis Display.

#### Nov. 1996 - March 1998: Graphic Designer and Illustrator

New York, USA

Oasis Creative Resources (Design Studio)

Working as a part of studio's creative team, created designs and illustrations for printed materials. Created full colour technical illustrations, took part in corporate identity development and design of promotional materials for PBS / Harris Corp., Lincoln Center Institute and other studio's clients.

#### Jan. 1989 - Dec. 1996: Freelance Graphic Designer

Moscow, Russia

Major Moscow Publishing Houses: Progress, Raduga, Pedagogika, Znanie, Nauka, Niva, Fizkultura i Sport.

Designed book covers for non-fiction literature (science, sports and text books) Designed promo materials, such as brochures, calendars and posters. Created original illustrations (agriculture and nature publications).

## skills



Continued...

## education

Moscow State University (MGPU), Art Department, MFA

## interests

Fine Art and Art History

## references

Available on request

## contact

Andrei Kovalev 416.483.2504 info@andreikovalev.com 1976 Emerald Crt., Innisfil, ON

### selected clients

7UP

BATA

BELL

**BRP** 

COLGATE

COCA-COLA

**CREST** 

**DOLE** 

**GILLETTE** 

JAZZ FM.91

JOE FRESH

I G

**MEVOTECH** 

NATRFI

**NEUTROGENA** 

NIKF

PFPSI

P&G

**ROGERS** 

**SYNGENTA** 

**TELUS** 

**TYCO** 

VOLVO







TRAVELLING





trade show exhibits custom and modular system

large format graphics

banners, backdrops, promo vehicles and more...

experiential marketing

mobile interactive stations, vehicles, events

and more ...