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Ivan Akinin

Creative & Brand Director

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Results-driven Creative and Brand Director with over 15 years of experience leading brand strategy, creative direction, and integrated campaigns for world-renowned companies including MTV, Philip Morris International, McDonald's, and Nestlé. Based in Shoreditch, I specialize in building customer-centric, high-impact brand platforms that drive engagement, loyalty, and business growth. Proven ability to lead cross-functional teams in fast-paced environments, challenge conventional thinking, and deliver innovative solutions aligned with business objectives. Adept at translating bold ideas into scalable strategies, with a strong focus on ROI, brand equity, and long-term value creation.

Experience

Marathon Date	Chief Strategy Officer	2024 — now	marathon.date	London, UK
Launched a global platform that transformed marathon registration, helping runners worldwide secure race slots. Built the brand, defined vision, led all strategic initiatives.			<ul style="list-style-type: none">• Startup brand building• Vision-driven execution• End-to-end launch	
Star	Creative Director	2023 — 2024	star.global	London, UK
Redefined brand platform, positioning, and vision, leading creative and design efforts that won multiple top-tier clients.			<ul style="list-style-type: none">• Brand Identity & Philosophy• Creative Direction• Design management	
Traze	Brand Director	2021 — 2023	traze.com	London, UK
Built new structures to revamp the visual narrative and launched new brands in a fast-paced fintech environment, attracting customers in new global markets.			<ul style="list-style-type: none">• Brand management• Driving design force• Rebranding initiatives	
UnitedLex	Creative Director	2020 — 2021	unitedlex.com	London, UK
Created and supervised formation of totally new brand, look & feel and tone of voice of the company to support it's new marketing direction.			<ul style="list-style-type: none">• Creative & Brand Direction• Website development• Campaigns management	
SoftServe	Creative Director	2017 — 2020	softserveinc.com	Lviv, Ukraine
Led the marketing team in creating a new design code and storyline that tripled company growth with the brand launch.			<ul style="list-style-type: none">• Established in-house agency• Led full rebrand• Managed design team	
Havas	Creative Director	2014 — 2017	havasvillage.com.ua	Kyiv, Ukraine
Was leading a broad team of creatives to win pitches and support world-class brands: Renault, AB InBev, Raiffeisen Bank and Nutricia.			<ul style="list-style-type: none">• Secured client wins• Developed 360° campaigns• High social impact	
Leo Burnett	Sr. Art Director	2010 — 2014	leoburnett.ua	Kyiv, Ukraine
Advertising campaigns, digital strategy and television commercials for global brands like Marlboro, McDonalds, Amnesty International, MTV, etc.			<ul style="list-style-type: none">• Created impactful campaigns• Won client pitches• Got international awards	

Education:

University of the Arts London | Central Saint Martins
BA (Hons) Industrial Design 2002 — 2205
Middlesex University
Graphic Design Foundation Year 2001 — 2002

Languages

 English
 Ukrainian

Personal Projects:

marathon.date
brand.surf
[Art](#)