



# Ewa Babinska

Global Art Director

London, UK

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

English (Fluent)

German (Native)

Polish (Native)

## About

A highly motivated Senior Art Director with 18+ years of experience in design specializing in lifestyle, retail, publishing and advertising. I create adaptive digital content and develop brands. I am skilled in transforming strategy into creative solutions, creating compelling visions, stories, campaigns and customer experiences. I have a track record in managing projects in demanding and fast-paced environments within interdisciplinary teams. A team player with terrific design instinct and talent with a sharp eye for design and attention to detail.

### BRANDS WORKED WITH

A. Lange & Söhne

Amazon UK

Hearst

Larsson & Jennings

Select World

## Experience



### Global Art Director

Hearst | Oct 2018 - Nov 2021

Global Art Director for Hearst Global Solution Digital Team - Responsible for business development, creation and implementation of new corporate identity and brand. Making culturally relevant integrated campaigns, advertising, branding, content for fashion, luxury and prestige lifestyle brands.



### Senior Creative Manager

Larsson & Jennings | Feb 2018 - Oct 2018

Created content and design campaigns across all the business channels of Ecommerce and Digital Marketing.

- Conceptualised ideas for campaigns and shoots which elevated the brand with the audience
- Responsible for cross-media storytelling content, multi-platform campaigns and sales campaigns
- Overall support to the Head of Design on large 360° campaigns and social media design projects
- Responsible for new staff recruitment
- Designed all assets for website, social media, print & digital campaigns and retail
- Art direction and project management from concept to the final layout including teams briefs of commissioned illustrators, photographers, videographers, copywriters, stylists
- Managed budgets, designers and freelance teams during all of assets creation
- Lead designs across all the marketing touchpoints: editorial, emails, storefront



### Senior Art Director

Select World | Feb 2018 - Oct 2018

Created cross-media campaigns, from design to production and transformed concepts into visual executions.

- Developed Brand Identity, Brand (Re)Positioning, Strategic Direction, 360° Brand Experiences based on client briefs from briefing to execution and delivery
- Designed and art directed books and print projects for beauty brands
- Mentor of a dynamic creative team of designers, writers, photographers and leading a team of 6 direct reports: 3 Art Directors, a Junior Art Director and 2 Artworker



### Art Director Europe

Amazon UK | Jun 2011 - Jun 2017

Planning visual content and moments across the calendar (annual sales budget of £205M) within the budget. Site merchandising and stakeholder management.

- Pre-planning of an annual promotional calendar of store events and sale promotions
- Developed a European Jewellery and Watches style guide and launched the Jewellery and Watches stores across the EU & Fashion Designer Jewellery Store platform
- Roll out of style guide for localized pages in both Germany & France
- Art Direction & Design for storytelling of seasonal looks, look books and trend guides
- Created commercial, editorial content, including layout and final execution
- Worked closely with buyers, vm's, vendors and selected key items from Premier Class in Paris
- Managed multiple design projects, prioritized tasks and shaped aesthetics while consistently seeking to push boundaries of creation in terms of platform innovation, data focus and asset success analysis
- Build a new Fashion Department from Ground Zero including site merchandising
- Spearheaded creative team processes through mood-board-ing/mock-ups and visual planning
- Art Direction for fashion, still life shoots, overall project management and budget control
- Designed print and digital deliverables for store and brand focused projects
- Managed a team of creatives
- Launched the contemporary, fashion and designer jewellery stores and supported storefront design



#### ● **Art Director for Global Brand**

A. Lange & Söhne | Jan 2022 - Now

My role as a Global Art Director at A Lange Söhne includes conceptualising integrated campaigns, aligning all design vision across the brand, establishing and maintaining a credible look & feel for A Lange Söhne.

## **Education & Training**

---

2006 - 2007 ● **Istituto Europeo di Design**

Scholarship, Editorial Design

2004 - 2008 ● **HAWK University of Applied Arts & Sciences**

Master's Degree, Corporate Design & Corporate Identity