



## Sophio Chkhenkeli

Art Director | Brand Designer | Mentor



### CONTACT

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### THE WORK I DO

Brand Identity & Design · Art Direction  
Concepting · Logotype · Typography  
Layout styles

### EDUCATION

#### Art Direction

#### Portfolio Programm

Miami Ad School Berlin

2020 - 2022

#### Bachelor of Media art

Tbilisi State Academy of Fine Arts

2007-2011

## WORK EXPERIENCE

### Layout & Typography Mentor

#### Caucasus University

2024 February - Present

Layout and typography are two core fields essential to becoming a good designer. Through the design process, I help students develop a variety of layouts that will guide them in their future projects.

### Founder and Art director

#### Sophioc - Georgian Typography Brand Store

2023 - Present

Georgian typography is centuries-old, beautiful, and full of variations for spot-on expression. I want to share its magic, the way I see it, with the rest of the world.

### Brand Design Mentor

#### Academy of Digital Industries

2022 October - Present

I'm passionate about sharing my knowledge and experience with newcomers and learn a lot during this process.

### Art Director & Brand Designer

#### Freelance

Present

I specialize in creating brand identity designs, and design layouts, focusing on typography, logotypes, brand styles and posters.

### Head of Design

#### Key Difference Media - Blockchain Marketing Company

2021 April - December 2022

I was working on developing brand identity designs for blockchain startups, managed design team and setting visual standards.

### Art Director - Internship

#### Jung von Matt Havel (Berlin) Creative agency

April 2022 - June 2022

I was involved in developing creative ideas, concepts and art direction for brands with advertising professionals.

### Brand Designer (Contract)

#### Startups: The connect, Saviour App, The Link

July 2020 - Oct 2020

I lead the design processes in the team. I've created 3 brand identity designs with web layouts and other visual communication materials.

### Brand Designer

#### Startups: Powershare & CryptoZ

2018 - 2019

Co-founded two start-ups as design lead. I've been working on generating creative ideas, brand strategy & identity design.

### Graphic Designer

#### JSC Bank of Georgia

2014 - 2018

Creative problem solving, teamwork and generating innovative ideas. Creating design content for digital and print materials.

### Graphic Designer

#### Pharmaceutical Co. "Aversi-Pharma" Ltd

2011 - 2014

Product packaging, labeling, poster designs.

### Visual Designer

#### Georgian State Pantomime Theatre

2011 - 2014

Creating different layouts for print medium.

### Graphic Designer

#### Advertising Co. "Amarcord Group"

2010 - 2011

Responsible to prepare print files, communication with printing houses.

## SKILLS

### Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Acrobat Pro
- Figma

### Soft skills

- Creativity
- Problem Solving
- Team work
- Sketching
- Communication
- Laughing