

# Luva Haregot

## — Creative Director

I'm a Creative Director and Brand Builder with 12 years of experience in brand building, turning ideas into powerful identities that leave a lasting impact. From crafting compelling brand narratives to designing cohesive visual identities, I specialize in creating brands that not only look great but also resonate deeply with their audience.

With over a decade of experience in the industry, I am a skilled and passionate designer with a strong eye for detail and a dedication to creating beautiful, functional designs that make an impact.

From branding and logo design to website and UX/UI design, I have the expertise to bring your vision to life and help you achieve your goals.

## Work Era

2014 – 2026

## Areas Of Expertise

- Brand Strategy & Development
- Creative Direction & Visual Storytelling
- Media & Communications Strategy
- Campaign Concepting & Execution
- Digital Marketing & Social Media
- 3D Visualization (Blender)
- Web Design & Development
- Art Direction & Team Leadership
- Corporate Branding & Identity Systems
- Cross-Platform Content Creation

## Professional Career

**2025 (March 2025 – Present)**

### **Horra Corporate Group**

#### **Creative Manager**

- Lead creative direction and communications across Horra's diverse business units, including real estate, automotive, trading, and coffee.
- Oversee brand strategy, campaign development, and visual communication for group-wide initiatives.
- Collaborate with C-level leadership to align brand storytelling with corporate goals and market positioning.

**2022-2024**

### **Unbound Studio**

#### **Founder & Creative Director**

- Lead creative direction across branding, campaigns, and digital projects.
- Collaborate with companies to define brand purpose and craft consistent visual identities.
- Guide a multidisciplinary team across design, web, and marketing functions.

**2022**

### **Eternal Media & Communication**

#### **Creative Director**

- Directed brand and campaign strategies for key corporate and consumer clients.
- Supervised creative teams to deliver high-impact advertising and media executions.
- Strengthened the agency's creative standards and client relationships through innovative storytelling.

2019 – 2022

**Berry Advertising**

Senior Art Director

- Lead creative direction across branding, campaigns, and digital projects.
- Collaborate with companies to define brand purpose and craft consistent visual identities.
- Guide a multidisciplinary team across design, web, and marketing functions.

2017 – 2019

**Zeleman (Production) Advertising**

Art Director

- Developed visual concepts and brand identities for leading Ethiopian brands.
- Collaborated with production teams to ensure consistent storytelling across media.

2017

**Berry Advertising**

Art Director

- Created advertising concepts and brand visuals that enhanced client visibility and engagement.

2015 – 2017

**Fractals Promotion & Communication**

Art Director

- Worked with clients across industries to produce impactful visual communication.
- Developed campaigns combining traditional and digital media.

# 2015

## Desta for Africa Creative Consulting (DFA)

Art Director

- Focused on creative branding and campaign design for social impact initiatives.

# 2014 – 2015

## Addis Shopping Festival

Art Director

- Designed the visual identity and promotional materials for the festival's national campaign.

## Technical Proficiencies

### Design & Creative Tools:

Adobe Photoshop, Illustrator, InDesign, After Effects

### 3D Design & Visualization:

Blender 3D

### Web Design & Development:

HTML, CSS, WordPress, Figma

### Branding & Marketing:

Brand Strategy, Campaign Development, Content Creation

### Communication & Collaboration:

Microsoft Office Suite, Slack, Trello, Notion

### Digital Marketing Tools:

Meta Business Suite, SEO, Mailchimp



## Why I'm a Fit for Your Team

With over 12 years of experience in creative direction, branding, and media strategy, I bring a proven ability to craft campaigns that connect with audiences.

My expertise in design, storytelling, and team leadership ensures that I can deliver creative solutions that align with your brand's vision and drive meaningful engagement.

## Thank You

For your Time and Consideration

Luva Haregot

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