

Anna Kostina

Creative Director | Brand & Digital

Thailand · UTC+7 · Remote / Open to roles with US & European teams

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Creative director leading a nine-person team on five client engagements and the studio's own brand. Work includes naming, visual identity, multilingual websites and a glamping retreat.

| EXPERIENCE

MADE BY MAD MEN

Creative Director

Creative studio · Project-based · April 2026 to present · madebymadmen.com

- Lead **two designers, three developers, a project manager, a QA engineer, a motion designer and a copywriter**; assign tasks, review work and agree key decisions with the CEO.
- Direct five client engagements, including four confidential projects and Reef & Key.
- Co-created the name and identity with the CEO; developed the “web surgery” concept and led the **approximately two-month website launch**.
- Directed typography, layouts and interactions across 24 language versions, including East Asian scripts.

Selected client project: Reef & Key

Phuket, Thailand · Completed October 2026 · About 2 months · reefandkey.com/en

- Led naming and visual direction, connecting homes and island life through an opening-door concept.
- Directed the six-language website; reviewed responsive layouts, interactions and localization.

Dacha Harasho

General Manager & Creative Director

Independent Consultant · Hospitality · May 2024 to February 2026 · [Case study](#)

- Led the retreat from land selection to opening; prepared options for owner approval and engaged the contractor managing the six-month build.
- Set the direction for the house and interiors; coordinated design of a second house, built by the end of 2025.
- The retreat received 70+ guest reviews ([saved Yandex Maps profile](#)). Estimated low-season bookings: about 20 nights per month, based on booking calendars.
- Selected and briefed the agency, set the audience and approved ads. Campaign result: **12.3× ROAS** over 88 days.

| EARLIER EXPERIENCE

Dom Kostina: Sales & Marketing Management · 2020-2025

Construction company, Zelenograd. Engaged advertising agencies; coordinated social media and online sales, including Avito.

Project-based brand development

Directed design or agency work for a pharmacy (2017-2018), hospitality venue (2020-2021) and children's center (2021).

| SKILLS & TOOLS

Creative direction · Brand identity · Naming · Art direction · Creative briefs · Team leadership · Agency management · Design review · Multilingual websites

Tools: Figma · Notion · Trello · Google Docs

| EDUCATION & LANGUAGES

British Higher School of Art and Design · Undergraduate coursework, 2018-2022

English: Advanced