

## **POLINA AMI KOSELE**

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Creative and concept-driven Art Director with 4 years' experience leading immersive art installations, events, experiential design projects and cross-platform content production. Proven ability to ideate and execute narratives across physical and digital formats. Recent independent works showcased at The Outernet (London), IRCAM Forum (Paris) and featured in Dezeen. Seeking a creative leadership role to shape innovative experiential narratives.

## **SKILLS**

### Creative & Technical Tools

Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, DaVinci Resolve, Cinema 4D, Unreal Engine, Pixera, Q-SYS Control

### Design & UX Platforms

Figma, Webflow, WordPress, PowerPoint, Keynote, Microsoft Office

### Emerging Tech

AI (text-to-image, image-to-video, video enhancement), Adobe Firefly, Runway, KlingAI, Topaz Labs, Veo

## **EXPERIENCE**

### **Art Director**

Frameless London Ltd / Apr 2025 – Present

#### Creative Development & Ideation

- Partnered with the Creative Director to develop and refine immersive concepts for new and existing IPs, producing mood boards, style frames, storyboards, and prototypes that align with strategic and visual goals.
- Oversaw creative ideation for client proposals by translating briefs into compelling visual treatments, curating references, and collaborating with the AV team on content production.
- Conducted trend research in experiential design, spatial storytelling, and emerging technologies to inform conceptual development and ensure relevance.

#### Client & Stakeholder Engagement

- Conducted in-depth brand and client research to inform creative treatments tailored to client identity and objectives.
- Led internal and client-facing creative meetings and gallery walkthroughs managing feedback, clarifying vision, and refining ideas to meet client expectations.
- Served as a key liaison for internal and external stakeholders across gallery artwork updates and live event content.
- Assisted the team with budget proposal development by creating and formatting quotes, estimating resources, and aligning visual outputs with project constraints.

#### Content Production & Technical Execution

- Oversaw in-house content production for immersive events, including the sourcing, editing, and adaptation of motion graphics, sizzles, and animated assets.

- Managed Pixera project setups and content integration for bespoke events ensuring compatibility and visual impact.
- Led content testing sessions with clients and internal teams, incorporating feedback and refining final outputs for technical precision and creative alignment.

## **Design Executive**

Frameless London Ltd / Jun 2024 – Apr 2025

- Collaborated with the National Portrait Gallery stakeholders to design and implement the brand identity for 'Stories - Brought to Life' immersive experience, including the development of brand guidelines, print materials, and social media assets.
- Collaborated with external contractors on the end-to-end venue branding process for 'Stories - Brought to Life', by producing print-ready assets.
- Led the creative development across multiple touchpoints producing decks, print, social media, image and video content to fulfil the wider business' design and artwork needs.
- Managed multiple projects, maintaining high standards and collaborating with freelancers to delegate tasks and meet deadlines.
- Demonstrated leadership by successfully mentoring and onboarding various freelancers, a new Design Executive and a Content Creator.

## **Art Director and Creative Lead**

Freelance / Jan 2023 – Present

- Spearheaded the creative ideation and execution of website and brand identity overhauls for Tungsten Media, Upper Residences and Henry Moon LV, demonstrating proficiency in UX/UI design.
- Oversaw real-time content post-production for Netflix's "The Witcher Maze" Glam Bot videos at The Outernet (London) successfully collaborating with Tungsten Media.
- Contributed to the video production of TVCs and social media content for clients like Pilgrims Choice, Kerrygold and SodaStream, collaborating with creative agencies and crew.

## **Other Professional Creative Experience**

Aug 2021 – Jan 2023

- Managed the planning and delivery of original content creation for Tungsten Media Ltd, significantly boosting their organic social media engagement by 40%.
- Supported projects during post-production by leveraging my skills in Photoshop compositing, video editing and colour grading.
- Collaborated with the Leeds International Piano Competition marketing team to craft advertising content for social media, web, and print, resulting in a 35% increase in event attendance.
- Led the end-to-end video production process for the Leeds Piano Trail, delivering high-impact promotional content.

## **EDUCATION**

**Royal College of Art** - MA Digital Direction / Sep 2023 – Jul 2024

**University of Leeds** - BA Film & Photography / Sep 2019 – Jul 2022

## **INDEPENDENT PROJECTS**

'Baby Bag' / 2024

- Collaborated with a charity to conceptualise and produce an immersive installation using Cinema 4D and After Effects, showcased at BBC Television Centre and The Outernet in London.

#### **‘Rat Rule’ / 2024**

- Created a Virtual Reality short film created in Cinema 4D, addressing animal welfare issues, leading the project from ideation to final execution.

#### **‘Still Waters Run Deep’ / 2023**

- Directed an immersive, user-centred experience in Unreal Engine, showcased at IRCAM Forum (Paris), introducing a new approach to sound therapy with VR.

#### **‘MOM’ Award Winning Short Film / 2020**

- Directed and produced a short film during the pandemic, raising international awareness of substandard hospital conditions in Eastern Europe, winning multiple film festival awards.

#### **‘Qui Sumus’ Collection, / 2018**

- Directed three performances featured at the opening and closing ceremonies of **Jurmala Art Fair 2018** and Riga Art Fair 2018.

### **AWARDS**

**Best Mobile Short** - Golden Nugget Int. / 2021

**Best Covid-19 Film** - Brussels Capital / 2021

**Best Micro Budget** - Falcon International / 2021

**Best International Short** – CISFF / 2020

### **CERTIFICATES**

**New York Film Academy** – Producing Course / Apr 2020 – May 2020

**New York Film Academy** – Screenwriting Course / Sep 2019 – Oct 2019