

SERGEY SHANOVICH

ARTIST GRAPHIC DESIGNER DIRECTOR PRODUCER

FOUNDER AND CREATIVE DIRECTOR OF SHANDESIGN STUDIO

AUTHOR OF THE ORIGINAL FONTS AND CYRILLIC VERSIONS OF LATIN TYPEFACES

The Academician of the Russian Television Academy
 The Chairman of the Board of Television Designers and Promoters Eurasian Guild
 The Member of the International Association of TV designers and promoters «PromaxBda»
 The Member of the Documentary Film Guild
 The Curator of the Moscow International Biennale of Graphic Design «Golden Bee»
 The General partner of the International Typography Video Festival «TYPOMANIA»
 The Curator of TV design course at British Higher School of Art and Design

THE HEAD OF THE CREATIVE TEAM WORKING
ON THE CREATION OF FOLLOWING CAMPAIGNS:

Elections of the President of the Russian Federation
 *advertising campaign 2008

Advertising campaigns for Gazprom OJSC:
 The Power of Siberia, National Treasure; Lukoil;
 Rosneft; Transaero; Rusnano; Troika Dialog; SBERBANK;
 Azerbaijan's state branding

MEDIA BRANDING

An advertising campaign and branding for MATCH,
 TNT, NTV, CTC, DOMASHNIY, TVC, REN TV,
 media holding BRIDGE MEDIA and many others

PRODUCER AND DIRECTOR OF TV PROJECTS:

Pro-design (NTV) 2003 - 2004

First joint of the «Nord Stream» Opening Ceremony 2010

Eurovision Song Contest Baku. Postcards 2012

Daily TV show «Weather on TNT/TNT 4» from 2015 *metcast

CREATIVE DIRECTOR OF TV PROJECTS:

Eurovision Song Contest Baku (EBU) 2012

Dance show (TNT) 2014

THE HEAD OF THE CREATIVE TEAM, PRODUCER
 AND DIRECTOR WORKING ON THE CREATION
 OF SPORTS PROMOTIONAL CAMPAIGNS:

SPORT EVENTS

Battle of champions (REN TV / RUSSIA 2) 2006 - 2011

World Combat Games Saint Petersburg 2013,
 Opening Ceremony 2013

Fight Nights (REN TV / DTV / RUSSIA 2) 2010 - 2015

Sportaccord Awards Ceremony Sochi 2015

AWARDS

4 TEFI AWARDS / THE PROMAX INTERNATIONAL PLATINUM AWARD / 9 PROMAX INTERNATIONAL GOLD AWARDS
 3 GOLD PRIZES OF OMNI INTERMEDIA AWARD / 3 GOLD PRIZES OF NEW YORK FESTIVAL
 7 PROMAX INTERNATIONAL SILVER AWARDS / 3 SILVER PRIZES OF OMNI INTERMEDIA AWARD
 2 SILVER PRIZES OF NEW YORK FESTIVAL / 3 SILVER PRIZES OF ADCR / THE PROMAX INTERNATIONAL BRONZE AWARD
 OMNI INTERMEDIA BRONZE AWARD / ONE BRONZE PRIZE OF ADCR / CANNES LIONS NOMINATION
 2 GRAND PRIX AWARDS OF EURASIAN TV FORUM / ONE ARCHITECTURAL AWARD / GQ AWARD «DESIGNER OF THE YEAR 2004»
 5 GOLD AND 5 SILVER AWARDS OF «IMAGE OF CHANNEL»

CAREER

Sergey Shanovich graduated from the Moscow State University of Printing Arts, Faculty of Art and Technical design of printed products, specialty - a graphic artist. Since 1997 - the senior designer at NTV-design Studio, from 2001 to 2006 - the creative and general director of the Studio. During this period he held a position of creative and art director of NTV channel from 2000 to 2006. From 2003 to 2004 - the author and presenter of the program «Pro-design» on NTV channel.

From 2007 to 2009 he worked as the director of strategic marketing and as the creative director of holding "CTC Media". Under his leadership, there were created unique images and positioning of TV channels: CTC Media holding, Domashniy, DTV and 31th channel (Kazakhstan).

In 2003 he founded his own design studio Shandesign which later became famous due to such works as the advertising campaign "Gazprom is a national treasure", "Gazprom - dreams come true", "Sochi 2014"; the rebranding of TNT channel - "Feel our love!", CTC, REN TV, TV Center; the promotion of the film "Inhabited island", "The best film 2", "First love", and other works in TV design and advertising.

The Lead designer at «NTV design» 1997 - 2000
 The Art director of «NTV» company 2000 - 2006
 The General director of «NTV design» 2001 - 2006
 The Founder and Director of SHANDESIGN studio 2003 - till present
 The Co-founder and Creative director of United Senses Company since 2005
 The Director of CTC Media Strategic Marketing 2007 - 2009
 The Founder and TV producer of Fight Nights 2010 - till present
 The Creative director of Eurovision Song Contest. Baku 2012
 The Creative director of TV show "Dance" on TNT channel 2014 - till present

FILMOGRAPHY

DIRECTOR OF DOCUMENTARY FILMS:

2004

Flights in reality

2005

Kendo. The way of the sword

2011

Ilham Aliyev 50

2012

Golden Bee. 20 years

2013

Star of Eurasia
The Modern Russian Design

2014

Baja. Northern forest
Revenge
Emil. Modern Cyrillic

2015

Meteorites. Unknown science
BAUVKHU
work in progress

Take a look at Sergey's and Shandesign studio works:

