

DASHA ZONOVA

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[Website](#) | [LinkedIn](#) |

Prolific Head of Creative with 15+ years of experience in Costume Design, Production Design, Video and Photography in managerial creative positions in Film/TV Industry.

ACCOMPLISHMENTS

- Performed Costume & Production design as Head of Creative for [10+ feature films](#) and [50+ commercials](#) for Media Production, Fashion, Automotive, Banking, Consumer Goods & Electronics, Food & Beverage and other industries. Brands include Raiffeisen Bank, McDonalds, Lays, Danone, Martini, IKEA, Huggies, Lenovo, Samsung, Nivea, Volkswagen, and many more.
- Built and successfully lead teams of 3-8 creative professionals.
- Shows strong negotiation, organization and time management skills.
- Strongly understands production budgets.

SUMMARY OF SKILLS

Proficient in: Creative production | Creative direction | Art direction | Budget planning | Department management | Visual boards creation | Pitch decks | Fashion styling | Wardrobe styling | Costume Design | Film | TV | Event production | Conceptual and compositional skills | Concept creation/development | Video Production | Photo editing | Fashion Photography | Product Photography | Commercial Photography | Art history | Visual arts | Contemporary Art | Hand painting | Hand sketching | Color psychology | Filming | Lighting | Color correction | Set design | Editorial work | Production design

SOFTWARE:

Graphics & Photo Imaging: Adobe Creative Cloud, Illustrator, Photoshop, Lightroom, Canva
Video Creation & Editing: Adobe Flash Player, Windows Media Services, WeVideo, YouTube, iMovie, Final Cut | **Camera operation:** DSLR, iPhone, Mirrorless
MS Office: Word, Excel, PowerPoint
Google Workspace: Docs, Sheets, Slides, Forms, Drive, Gmail
iWork: Pages, Numbers, Keynote, Indesign

PROFESSIONAL EXPERIENCE

Creative producer, Dasha Michelle Zonova, Los Angeles, CA 05/2020 - Present

- Creative directed a range of productions, from ball parking & scheduling through production and finishing
- Created pitch decks to find funding and pitch projects for further development
- Planned details such as framing, composition, camera movement, sound, and actor movement for each shot or scene
- Directed illustrators, photographers and production artists on projects
- Was responsible for fashion presentations and project plans
- Worked with clients, and ensured successful online representation of client brands, including sophisticated website design, user interface and interactive campaigns
- Coordinated the activities of writers, designers, directors, managers, and other personnel throughout the production process
- Worked with copywriters to develop strategies for advertising campaigns
- Provided organized and timely reports on the status of projects
- Managed the production budget and timelines

- Documented final costs and savings through production

Costume Designer, Doom Incorporated 02/2019 – 05/2020, Los Angeles, CA

- Studied script to understand costume requirements in terms of setting, era and character attributes
- Performed research on historical periods and different regions
- Created overall stylistic concept
- Developed costume designs and styles for characters
- Created preliminary sketches of costumes and presented them for approval
- Produced the final designs with fabrics, styles and colors
- Worked with costume makers to materialize sketches
- Rented or bought ready costumes when necessary
- Ensured costumes stay within budget
- Supervised fittings
- Assumed responsibility of returning, storing or disposing used costumes after filming
- Lead team of 6 individuals within costume department to achieve production goals through preproduction, production and wrap (returns)

Creative Producer, Wear a Hat Production 08/2016 – 02/2019, Los Angeles, CA

- Was responsible for overseeing the production of creative projects
- Managing all aspects of a project from beginning to end, including scheduling shoots, hiring talent, and negotiating contracts
- Managing budgets and staying within them by creating and updating production schedules, communicating with vendors about rates and availability, and supervising staff
- Overseeing all aspects of production including casting, location scouting, equipment rental, and contacting vendors for services such as catering or hair styling
- Communicating effectively with producers, directors, editors, cinematographers, and other team members to ensure that projects are completed on time and within budget
- Collaborating with writers, designers, musicians, actors, and other creative professionals to produce high quality content that meets client expectations

Photo Curator, Eight Agency 10/2014 – 08/2016, Remote

- Acquired, stored and exhibited photography collections
- Selected the theme and design of photography exhibits
- Designed, organized, and conducted tours and workshops for the public
- Directed and supervised curatorial and technical staff
- Planned and conducted special research projects

Costume Designer, Fetish Film 09/2010 – 09/2014, Moscow, Russia

Liaise with the Director, Agency, Client the overall vision of the agency's brief, director's treatment, storyboard.

Created visual boards, mood boards, inspirational boards

Researched fashion, styles, wardrobe details in certain time periods and places corresponding to script.

Gathered ready made costumes for fittings and shoots at retail stores, costume wear houses, showrooms

Designed costumes for characters through sketching and manufacturing

Production Designer, Drugoi Theater, 08/2008-08/2010

- Was responsible for the visual concept of theatre production
- Identified design style for sets, locations, graphics, props, lighting, costumes, while working closely with the director and producer
- Appointed and managed the art department, which included design and construction team.

EDUCATION & PROFESSIONAL DEVELOPMENT

- **MA in Scenography, Theater Arts, Costume design** - Moscow Art Theatre school (MAT University) | 2010
- **New Artistic Strategies** - Institute of Contemporary Art Moscow (ICA Moscow), Certificate | 2012
- **Fashion photography** - Photoplay Moscow, Certificate | 2014

PORTFOLIO OF PROJECTS

FILM/TVC:

- 2020 - Golden Rush - TVC - Art direction, Art Dept. | Golden Rush INC, Los Angeles, CA
2018 - Raiffeisen bank – TVC - Art direction | Reflex Moscow, MULLENLOWE, Moscow, Russia
2018 - Afternoon delight - short film - Art dept, Art direction | Papaya films, Spark& riot, Los Angeles, CA
2018 - Masha from Russia - web episodes - Art direction | Viardo Artists, Los Angeles, CA
2014 - Aeroexpress - transfer company TVC - Art direction, Moscow, Russia
2014 - Lena Lenina - beauty salon TVC - Art direction, Moscow, Russia
2009 - Hope - short film - Creative direction | Art Dept, Moscow, Russia

FEATURE FILMS:

- 2022 - **“The Latin from Manhattan”** Feature film | Doom INC | Costume design, Los Angeles, CA
2019 – **“Magomaev”** TV show | Media Slovo | Costume design, Moscow, Russia

2016 - **"ICE"** - Feature film| 20th Century Fox, Art pictures, Vodorod | Costume design, Moscow, Russia

2015 - **"Partner"**, STV, Vodorod Productions
Director: A. Andrushenko, Costume design: Dasha Zonova

2012 – **"Cinderella"**, Sreda Production Company
Director: Sergey Ivanov, Costume design: Dasha Zonova

2012 - **“Jungle”**, STV
Director: A.Voitinskiy, Costume designers: Dasha Zonova, Waraporn "pank" Kheawnanjai

2011 - **“Office Romance. Nowadays”**
Director: Sarik Andreasyan, Costume designers: Dasha Zonova, Aleksandra Soshalskaya

2010 - **“The Weather Station”**, Star Media
Director: Johnny O'reilly, Costume design: Dasha Zonova

2008 - **“Closed Spaces”**
Director: Igor Lebedev, Costume designers: Dasha Zonova, Elena Stepanova

SHORT FILMS:

- 2018 - Afternoon delight - short film - Art dept, Art direction | Papaya films, Spark& riot, Los Angeles, CA

2017 – **“FLOW”**, NYFA

Director: Vladislav Petrov, Costume design: Dasha Zonova

2009 – “HOPE”

Directors: Roman Jirnih, Dasha Zonova, Production design & costume design: Dasha Zonova

TV

2010 - The Best Summer of our Life

Director: Svetlana Muzichenko, Costume design: Dasha Zonova

2008 - Woman wants to know, Episode 8,9

Director Svetlana Muzichenko, Costume design: Dasha Zonova

EDITORIAL:

2017 - Aliona Kononova - accessories line - editorial - creative direction, photography, Los Angeles, CA

2017 - Queensbee jewellery - editorial - art direction, photography, Los Angeles, CA

2014 – Underwraps - headwear brand - Creative direction, Moscow, Russia

EVENTS:

2019 - Ethereum Corporation for E3 - Event producer, Los Angeles, CA

2009 - BMW auto dealership event - Art direction @ Avilon, Moscow, Russia

2009 - Porsche auto dealership - anniversary event - Art direction @ Porsche center, Moscow, Russia

EXHIBITIONS:

2017 - Solo Exhibition “1095 days” @ Studio106 Los Angeles, CA

2015 - Art Performance @ French Tuesday USA, Project Ethos, Los Angeles, CA

2014 - Group Exhibition "Love" @ Fabrika Gallery, Moscow, Russia

2014 - Group Photo Exhibition @ Photoplay, Moscow, Russia

2013 - Migrating Art Academy, Art residence group Exhibition @ Weißensee Kunsthochschule, Berlin, Germany

2013 - Institute of Contemporary Art Moscow Group exhibition @ Central Artist's House, Moscow, Russia

2012 - Experimental exhibition Institute of Contemporary Art Moscow @ Random Gallery, Moscow, Russia

2012 - “In the fresh air” Group exhibition @ Art Play, Moscow Russia

PHOTOGRAPHY:

2018 - Seoul scrub - product shoot, Los Angeles, CA

2017 - Queensbee jewellery - editorial, Los Angeles, CA

2017 - Crateful - catering company - live shoot, Los Angeles, CA

2017 - “One horse adventures...” - Studio 106LA, Los Angeles, CA

2016 - Misc cosmetic brands - Vogue, Moscow, Russia

2015 - Aliona Kononova - accessories - editorial campaign, Los Angeles, CA

2014 - Underwraps campaign, Moscow, Russia

THEATRE

2007 - "When Earth Ends", Drugoi Theatre

Based on Tennessee Williams play "Kingdom of Earth"

Director: Elena Shevchenko, Production design, costume design: Dasha Zonova

2007 - **"Middle aged men's talks..."** Kwartet I.

Director: S. Petreykov, Production design, costume design: Dasha Zonova