

Portfolio & CV

qualifications & selected works of Georgi Tomov Georgiev

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00491636403646*

GEORGI TOMOV GEORGIEV

EDUCATION

Berlin University of the Arts. Master of Arts, 2015–2017
University of Vienna. Bachelor of Mass Media and
Communication Science (Multimedia, Communication
Research, Advertising, Psychology, Psychoanalysis), 2007–2013

LANGUAGES

Fluent in English, German, Bulgarian & Russian.

VISUAL

Figma, Lottie, Sketch, Unbounce
Adobe Creative Suite—AfterEffects, InDesign, Illustrator,
Photoshop, Animate, Audition
Programming—CSS, HTML, Java Script, Wordpress

WORK EXPERIENCE

| | |
|--|---|
| SINCE 2001 | The art director position involves leading a team of designers, developing marketing concepts, determining which artistic elements to use; articulating the vision of the brand and the team; reviewing and approving copy, designs, video; developing timelines; and determining how to best represent the brand. Additionally, the work involves designs in various media like video, print, web, email, etc.s. |
| FREELANCE, Marketing. Gallery of Smartleg Group. Berlin & New York | Freelance projects. Work experience with 2D animation, collage, logo design, web design and development with HTML, CSS, JS, WORDPRESS, poster & cover design, screen and interface design, typography & layouting. Worked as a part of a team of individuals on larger projects with varying levels of responsibility, as well as on a standalone basis. |
| MAR 2012—DEC 2014 | User interface design, graphic design, product design. Axel Springer SE . Berlin The work at Axel Springer was happening in the editorial office space of the company, where information was transmitted through several tiers of a review process. The challenge was to recreate an interface which was familiar from the medium of print but then translate it to the medium of mobile devices while retaining the intuitiveness and adding interaction. The editions had to be available for a number of different devices, so the process involved extensive testing and prompt communication with aforementioned review tiers. After creating design templates and prototyping, the work had to be directed for design realization. The workload was distributed through a SCRUM system which allowed for an independent time management schedule. Projects included Rolling Stone, Bild Zeitung and others. |
| OCT 2012—MAY 2014 | Graphic design & screen design. Sonic Router . London The part time job included the support of the web appearance of the online music magazine. As the work was not done in situ, communication synchronicity was of great importance to allow for a smooth working process. |
| SEP 2011—MAR 2012 | Graphic design, screen design. BenQ . Vienna The team consisted of five individuals and the work was evenly distributed. My core responsibilities included product photography and retouch according to the guidelines provided by the local company management in Vienna. |
| JAN 2005—MAY 2007 | Graphic design, screen design. Most Computers . Sofia As part of a team of over fifty people, my work consisted in the timely delivery of graphical product content and subsequent update of the website to current specifications as communicated by management. |

SELECTED EXHIBITIONS

| | |
|------|---|
| 2017 | Sofia City Gallery, Sofia. <i>An audiovisual representation of the comparison data of coastal towns.</i> Audiovisual installation. BAZA award group show. |
| 2017 | The Fridge, Sofia. <i>Lustgarten.</i> Quantum mechanics based audiovisual installation. Solo show. |
| 2017 | No Nation Gallery, Chicago. <i>An audiovisual representation of the comparison data of coastal towns.</i> Audiovisual installation. Public Privates, group show. |
| 2017 | Ufer Studios, Berlin. <i>MANIFEST: A work on progress.</i> Music direction for a dance performance. |
| 2017 | Kesselhaus, Berlin. <i>An audiovisual representation of the comparison data of coastal towns.</i> Audiovisual installation piece. Masterausstellung Sound Studies group show. |
| 2017 | Æther, Sofia. <i>The future of techno.</i> Book presentation & installation piece. The future was here, group show. |
| 2016 | Crematorium, Berlin. <i>Aural haven.</i> An auditory-sensory installation shown at Heptahedral group show. |
| 2016 | 48h Neukölln, Berlin. <i>If a tree falls in a forest and no one is around to hear it, does it make a sound?</i> Audiovisual installation. LIMIT group show. |
| 2016 | Lange Nacht der Wissenschaften, Berlin. <i>Lustgarten.</i> Audiovisual installation piece. |
| 2016 | Pendulum. An interventive transformation of the space at Bahnhof Zoo, Berlin as part of the Auditory Architecture Research Unit. |
| 2015 | Casa da Música, Porto. <i>Money making maschine.</i> A sound sculpture shown at Harmos, festival for music and sound art. |
| 2012 | Vienna Art Fair. <i>Clash.</i> Sound piece at with V. Komitksi, Vienna. |
| 2012 | Williamsburg Fashion Weekend, New York. Live show with N. Kraynina. |

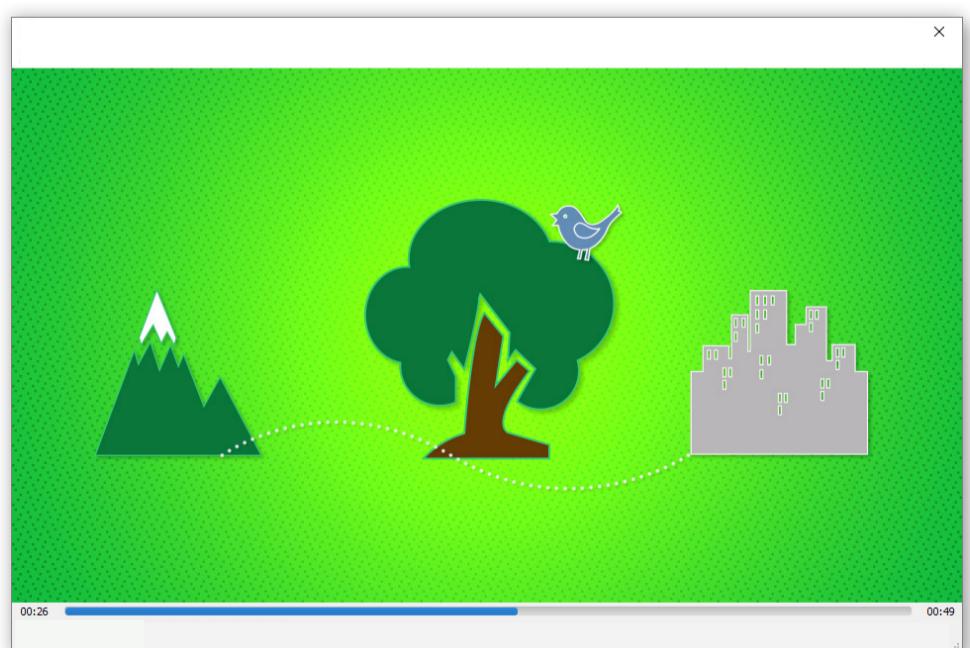
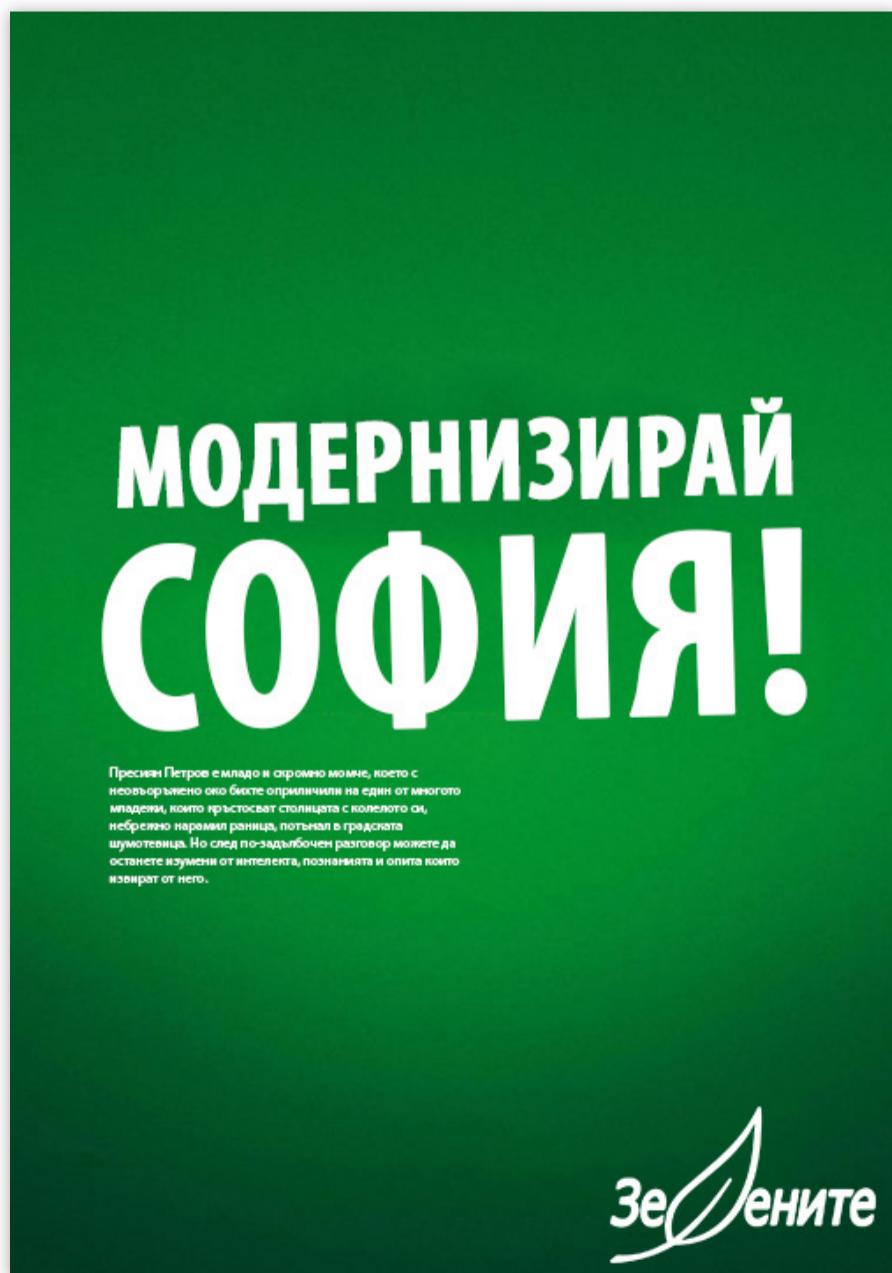
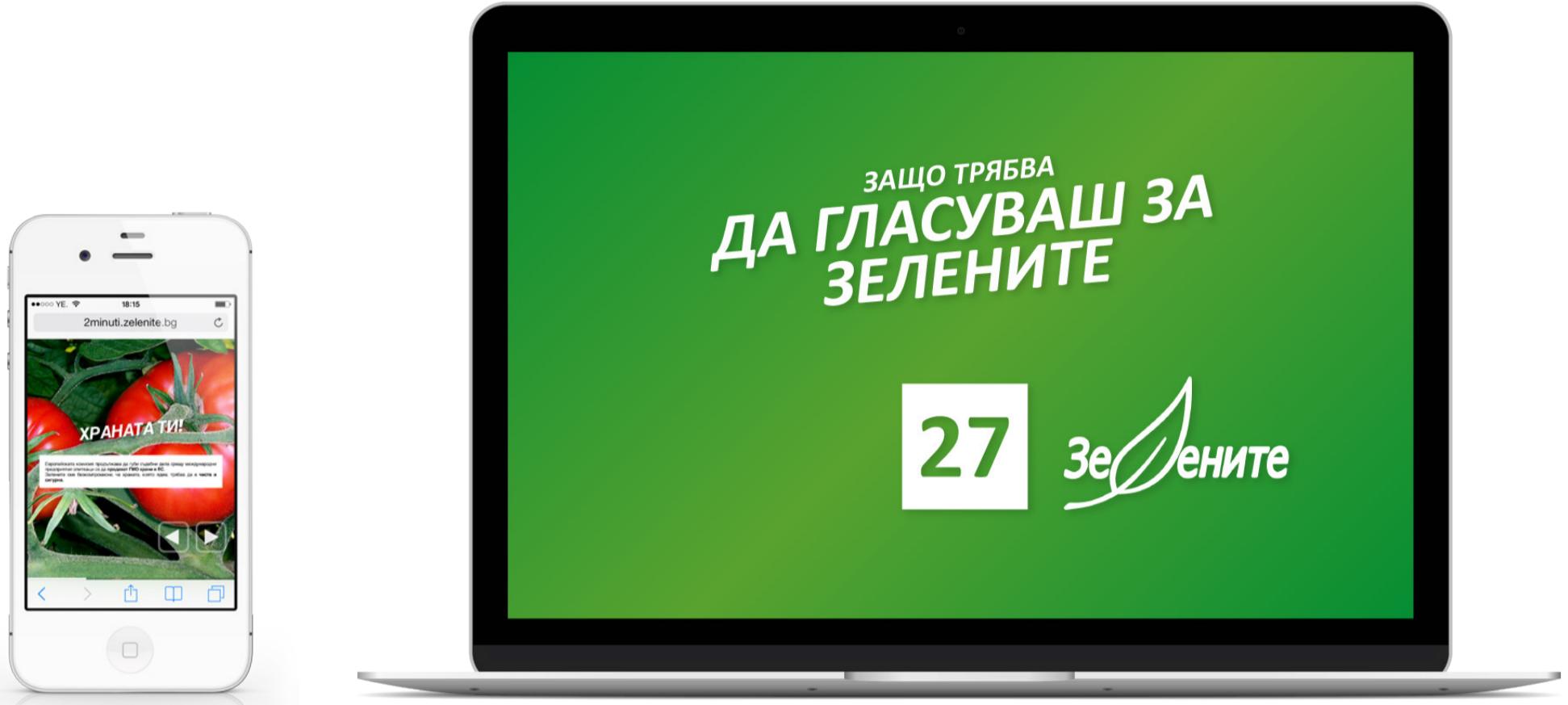
Web & Mobile

online-oriented multimedia projects

The Bulgarian Green Party

4
online presence, slideshow, print posters, TV-spot. 2015

The project included the design and development of an internal Wordpress-based diary website for the team, a promotional slideshow, posters and a TV-spot for the 2015 campaign.



Trading House

5 corporate design, UI/UX, web design, web & video motion design. 2023

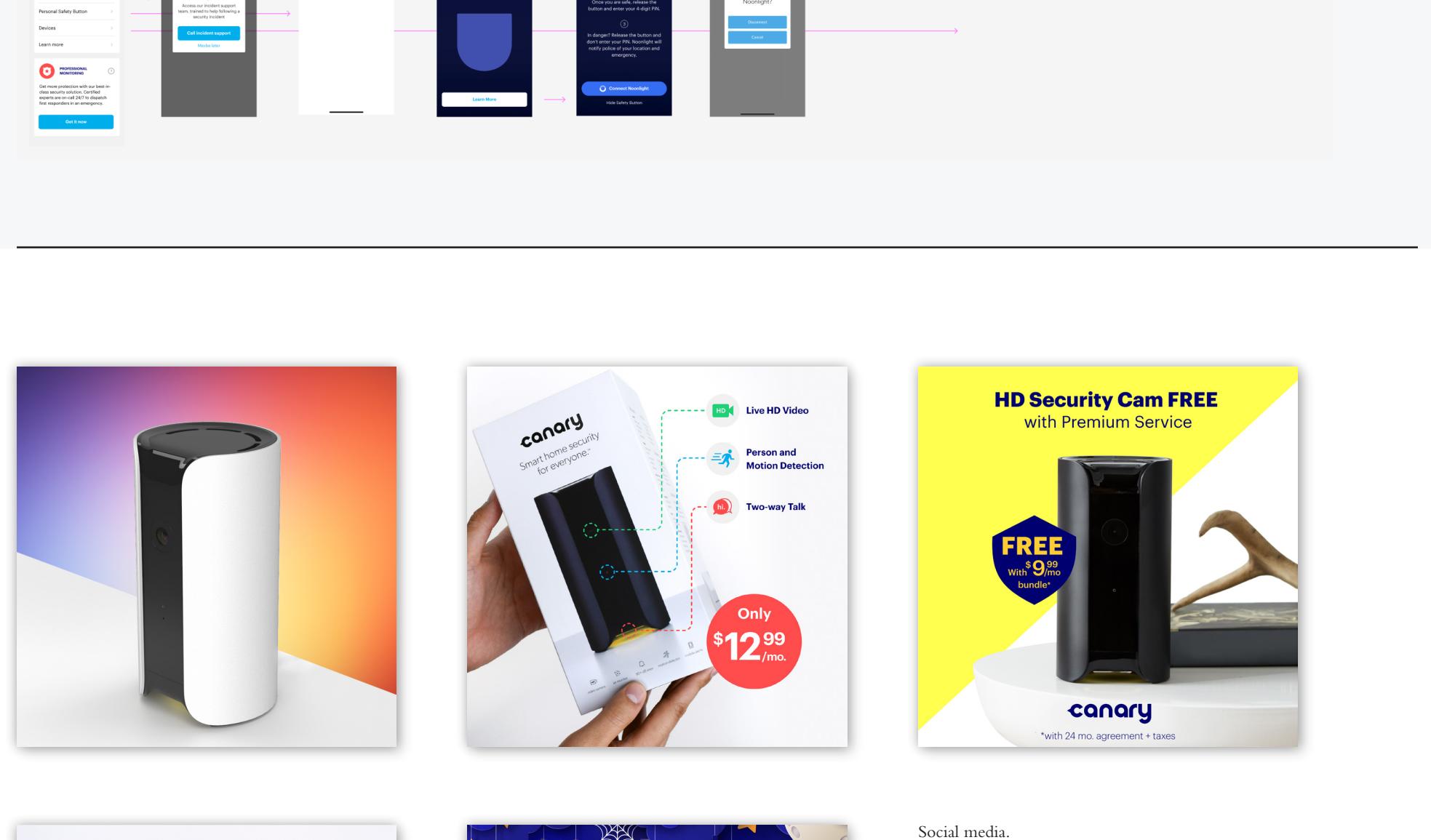
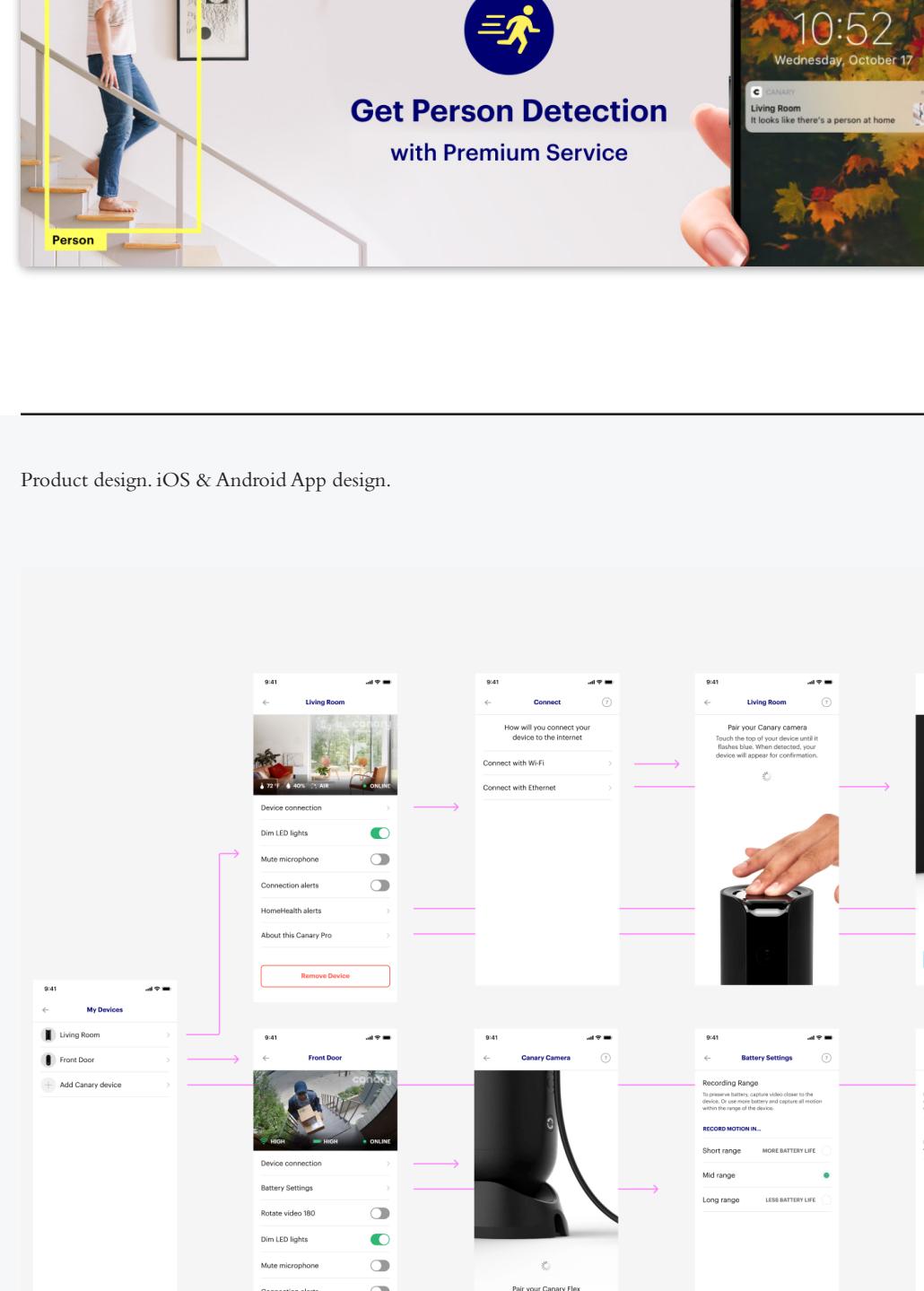
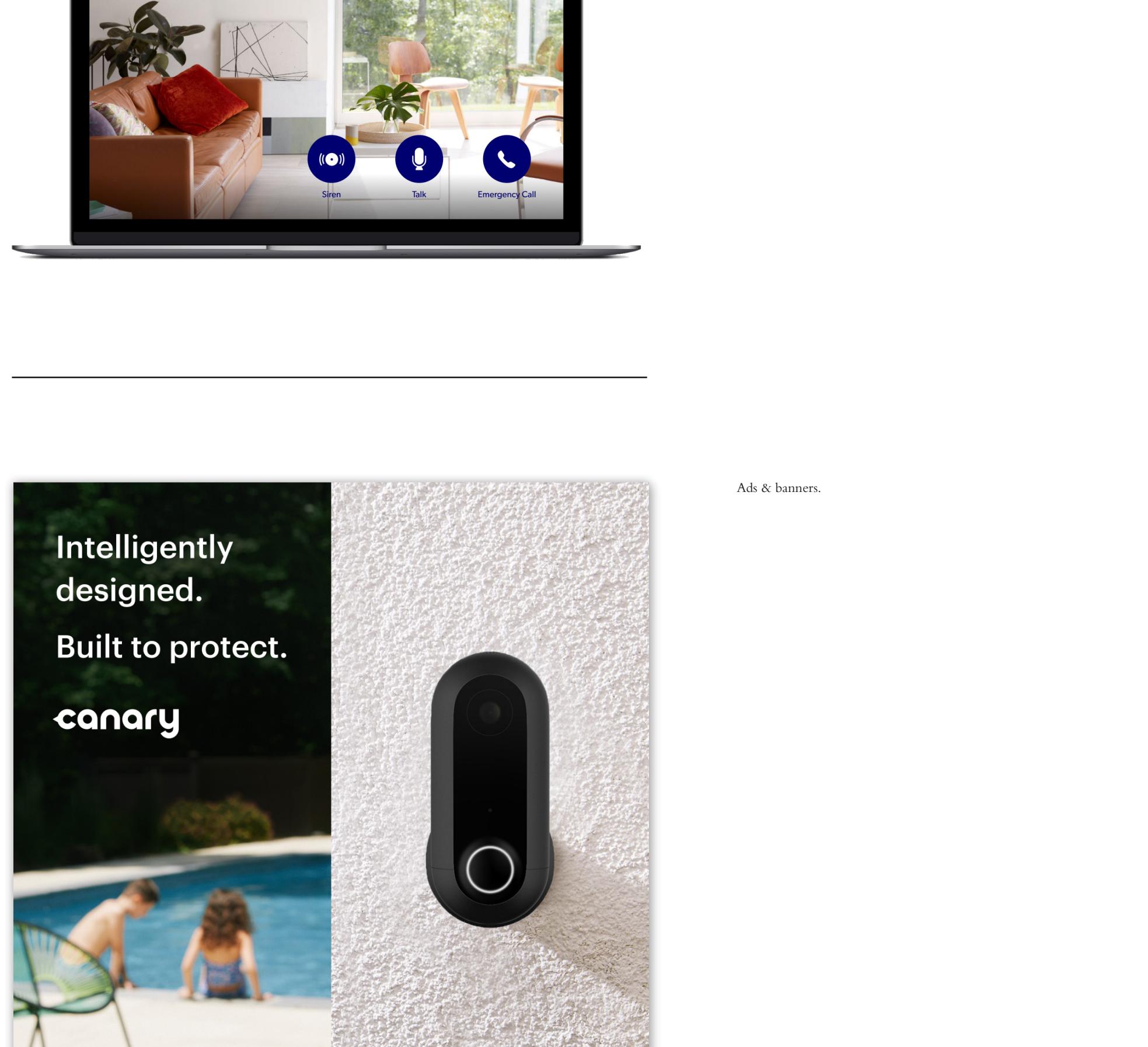
Corporate identity for the online neo-broker platform. The project includes interface design, color scheme, typography, icons, illustration, motion design with After Effects and Lottie animation.

The screenshot shows the homepage of trading-house.net. At the top, there's a navigation bar with links like 'BrokerScout', 'Börsenakademie', 'Handelsysteme', 'Affiliate', 'Cashback', and 'Service'. Below the header, a large green section features the headline 'Wer ist der günstigste Neobroker?' and a call-to-action button 'Brokervergleich'. To the right, three mobile phones display interfaces from partner brokers: SAXO, markets.com, and Skilling. The next section, 'Das sind wir', highlights three pillars: 'Unabhängigkeit' (independence), 'Persönliche Betreuung' (personal support), and 'Lernmöglichkeit' (learning opportunity), each accompanied by an illustration and a brief description. Below this, a pink section titled 'So einfach geht es' (so simple it is) shows a circular process diagram with steps: 'Wähle ein Platform', 'Eröffne Dein Konto', and 'Handel', along with a 'Jetzt Konto eröffnen' button. The blue section 'Deshalb BrokerScout' provides statistics: '4 Partner Broker', '24 Jahre Erfahrung', and '18 Handelsplattformen'. A green section follows, titled 'trading-house.net setzt Maßstäbe', featuring six cards with icons and descriptions: 'Feste Ansprechpartner', 'Cashback', 'Das Konditions-versprechen', 'Handelsysteme für Kunden', 'Börsenakademie', and 'BrokerScout'. The final section, 'Deutschlands älteste Börsenakademie', discusses the history and offerings of the academy, including its webinar program and recordings. The bottom section, 'Handelssysteme für Deinen Trading-Erfolg', introduces the Bluestar system family with a chart and detailed descriptions of Bluestar, Bluestar Pro, and Bluestar Automated.

Canary

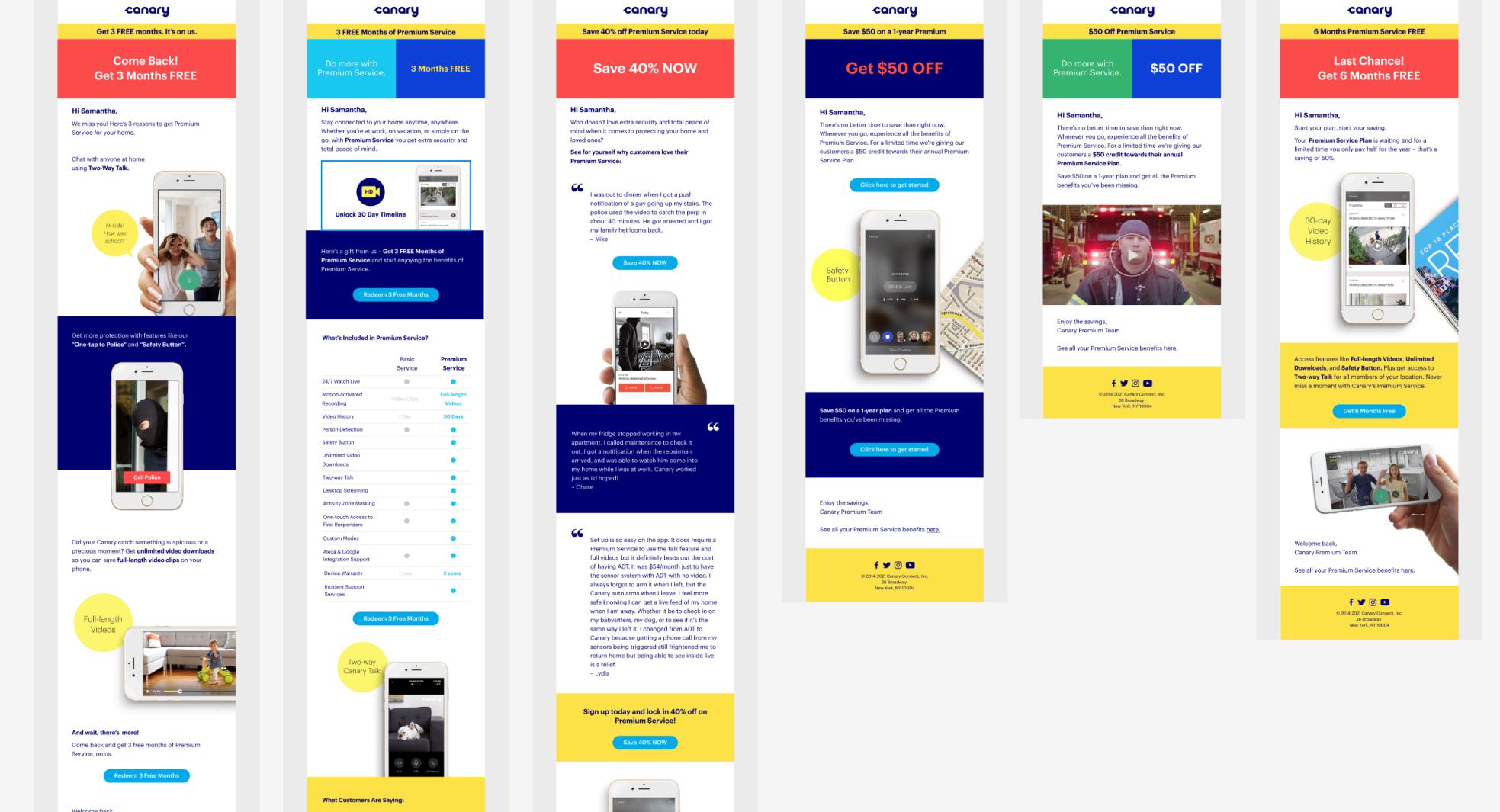
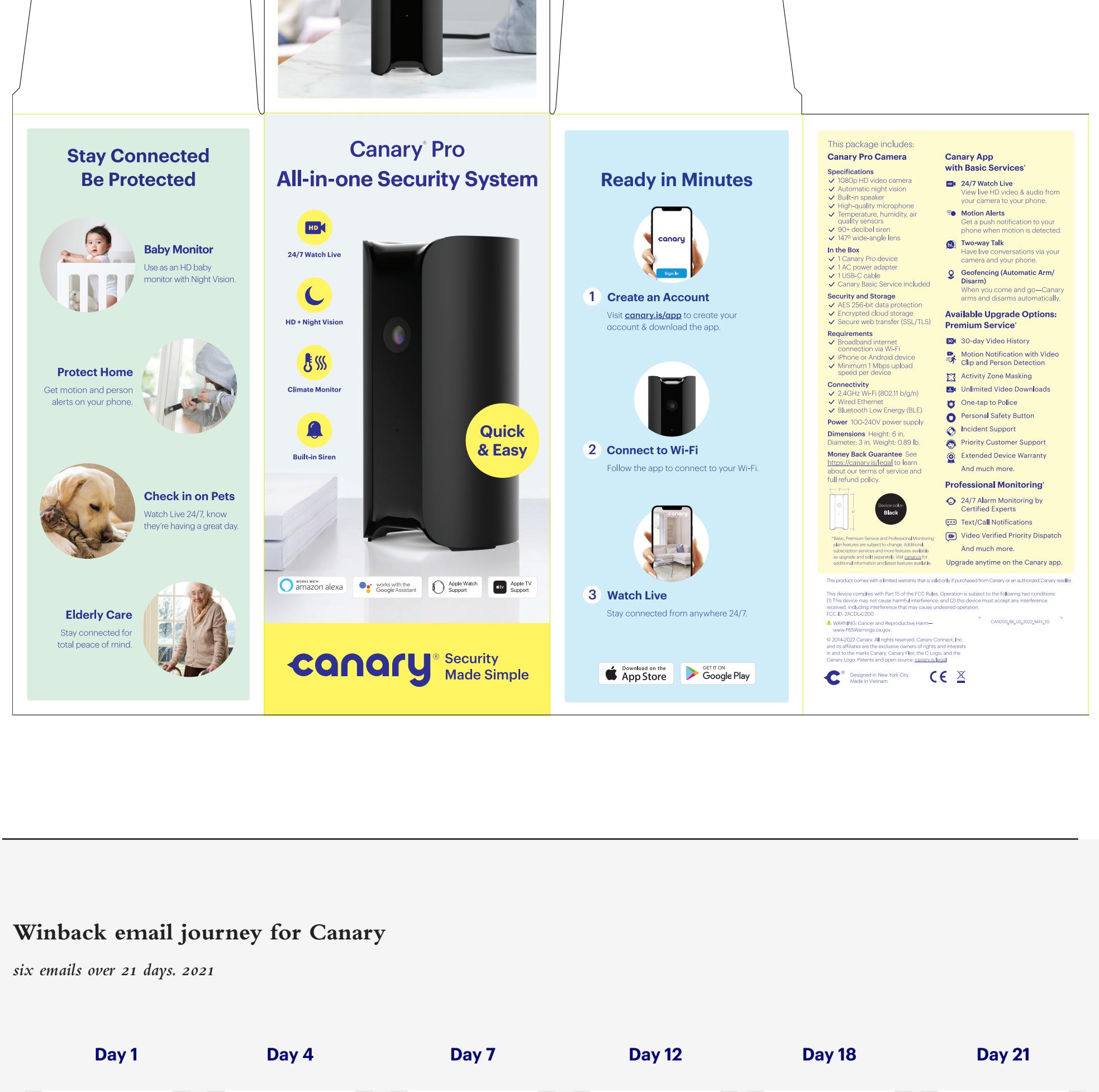
Art Director position; brand CI, motion design, direct marketing, LP, email & web design, youtube & social media content. 2020–present

The art director position reports directly to the CEO. It involves leading a team of designers, working on the product side, the Android/iOS app, as well as developing marketing concepts, determining which artistic elements to use; articulating the vision of the brand and the team; reviewing and approving copy, designs, video; developing timelines; and determining how to best represent the brand. It is still a hands-on position, which outputs in various media like video, print, web, email, etc.

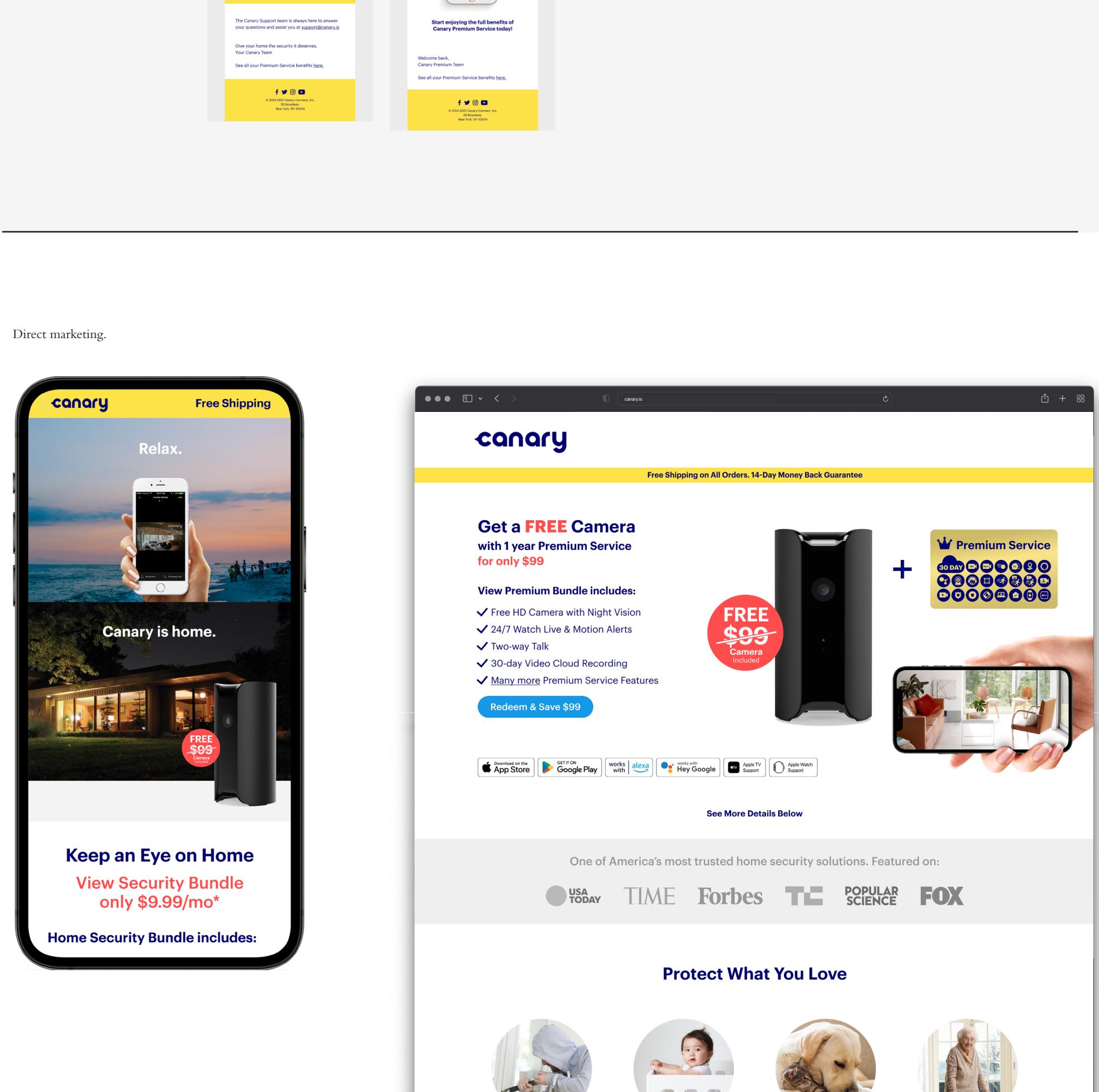


Ads & banners.

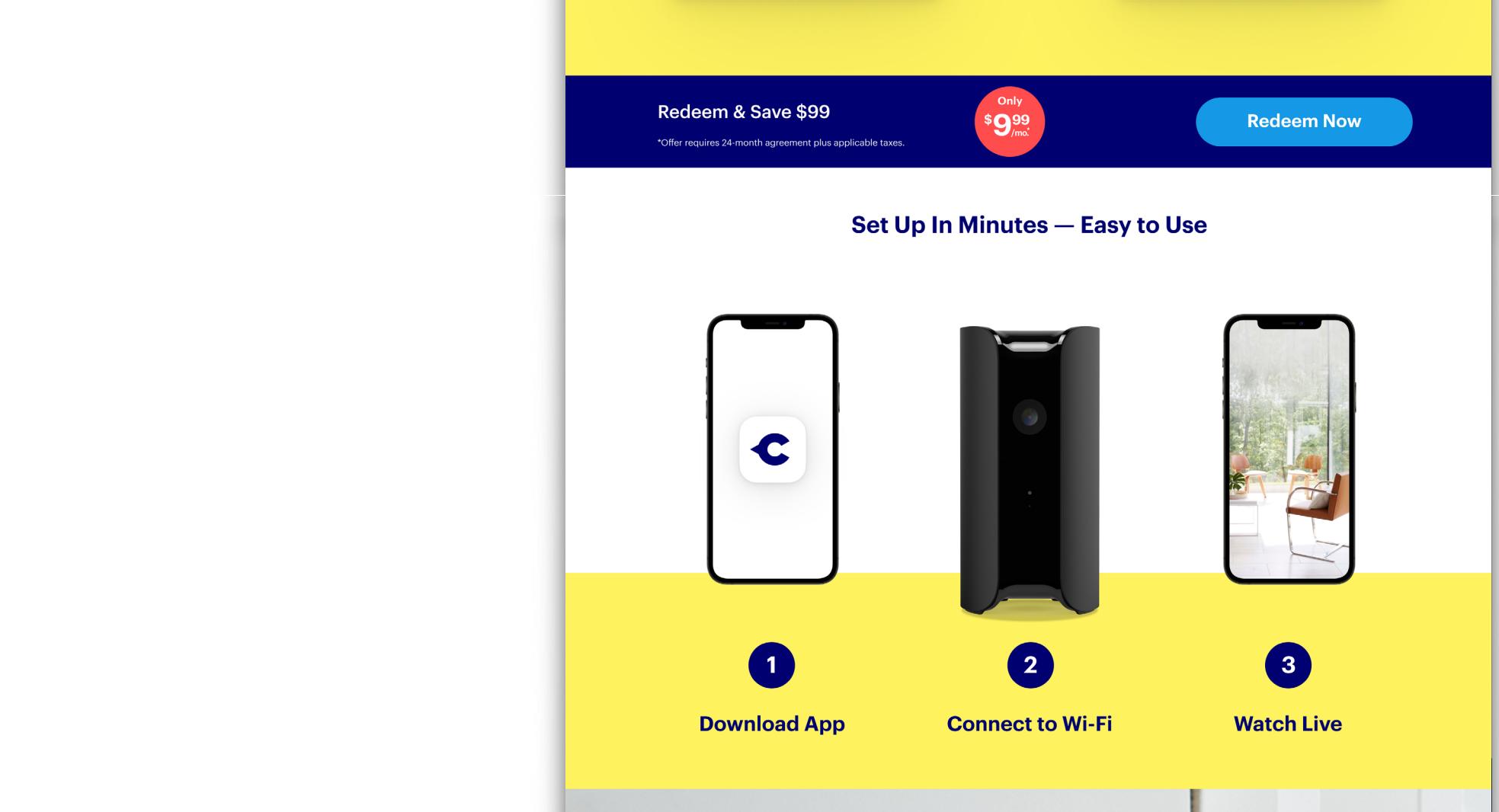
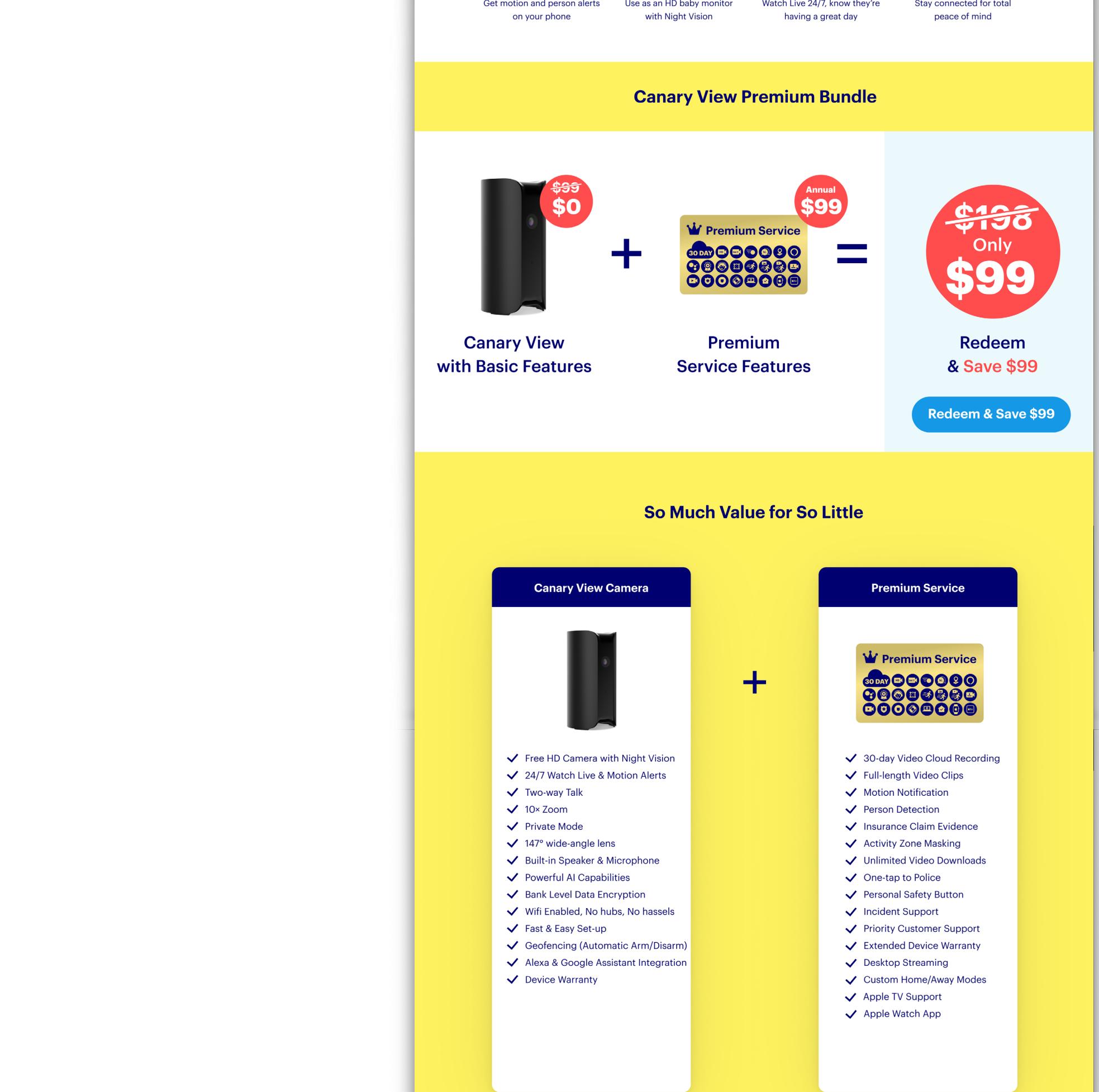
Product design, iOS & Android App design.



Social media.



Youtube.



Axel Springer

7

interface design, mobile layout, interactive design. 2012–2014

Monthly, weekly and daily mobile magazine layout for Rolling Stone magazine, Bild.de and Crate magazine.

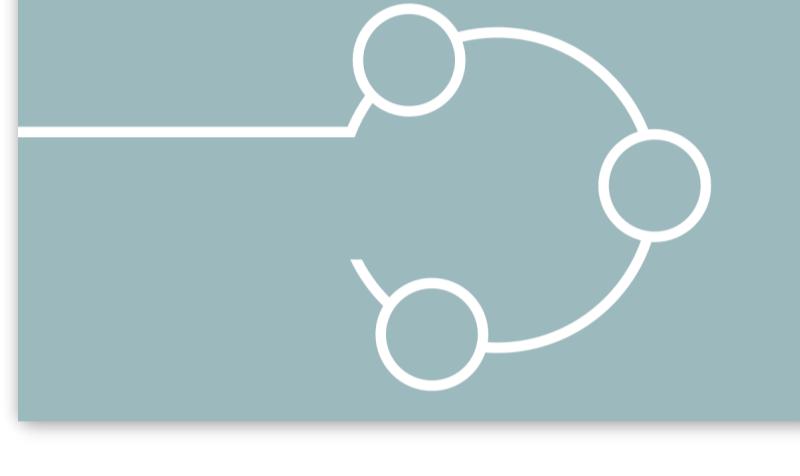
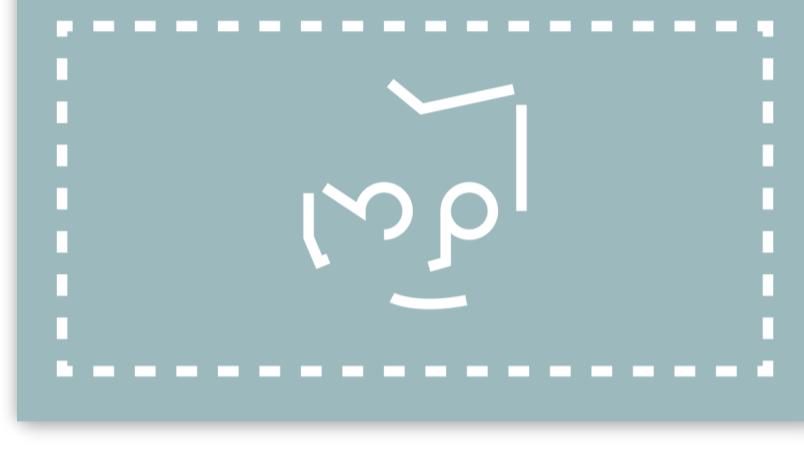
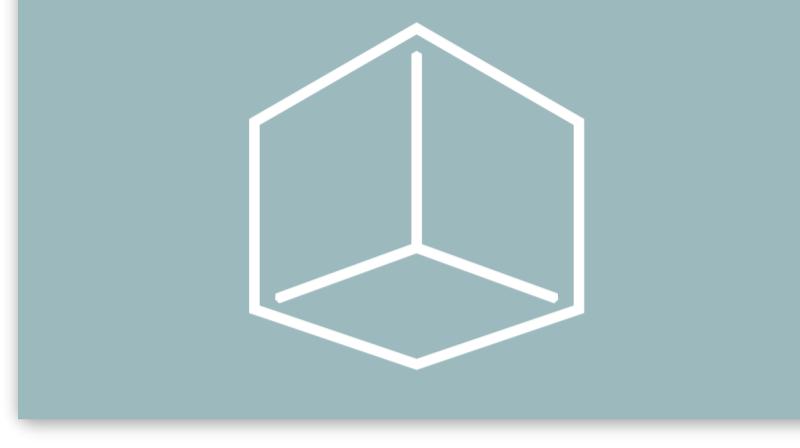
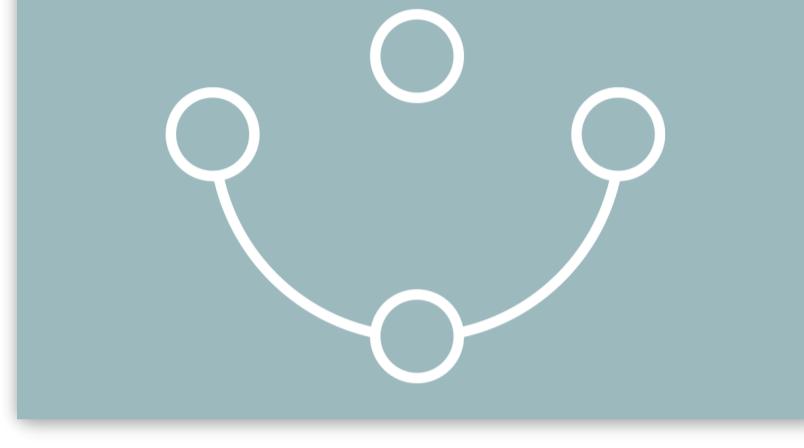


Technische Universität Dresden. Chair of Business Administration

8

online identity, logo, illustration. 2021

Online identity, color scheme and stylised illustration for the Chair of Business Administration, Esp. Organisation of Prof. Blagoev at TU Dresden.



https://tu-dresden.de/bu/wirtschaft/bwl/org-prof-blagoev

TECHNISCHE UNIVERSITÄT DRESDEN Faculty of Business and Economics THE CHAIR STUDIES RESEARCH

Professorship of Organization

CHAIR OF BUSINESS MANAGEMENT, ESP. ORGANISATION (PROF. BLAGOEV)

LEARN MORE

NEWS

Aug 16, 2021 Willkommen im Wintersemester - Digitaler Semesterstart mit der SLUB >Read more

Aug 16, 2021 New Bachelor Seminar: "Organizing in Times of Crisis: The Case of COVID-19" >Read more

Aug 16, 2021 The course offerings for the upcoming winter semester have been updated. Please note the registration and application deadlines! >Read more

>More News

THE PROFESSORSHIP AT A GLANCE

Team

Teaching

IX III

Research

>Read more

>Read more

>Read more



WELCOME TO THE PROFESSORSHIP OF ORGANIZATION!

It's great that you are interested in phenomena and theories of organization, organizing, and organizationality! On the following pages you will find information about our team, our main research areas and our range of courses. If you have any suggestions or questions, please do not hesitate to contact us.

Prof. Dr. Blagoy Blagoev

Smartfrog

9

motion design, social media videos. 2018



EACA Inspire

10

logo, web design and development, css, custom wordperss theme. 2015

The screenshot shows the homepage of the EACA Inspire website. At the top, there is a blue header bar with the EACA IN-SPiRE logo on the left and a search icon on the right. Below the header, there are five navigation tabs: Academics, Students, Young professionals, Senior professionals, and Contact. The main content area features a section titled "About EACA Inspire" with a large amount of placeholder Latin text. Below this, there are two buttons: "About EACA" and "Partners".

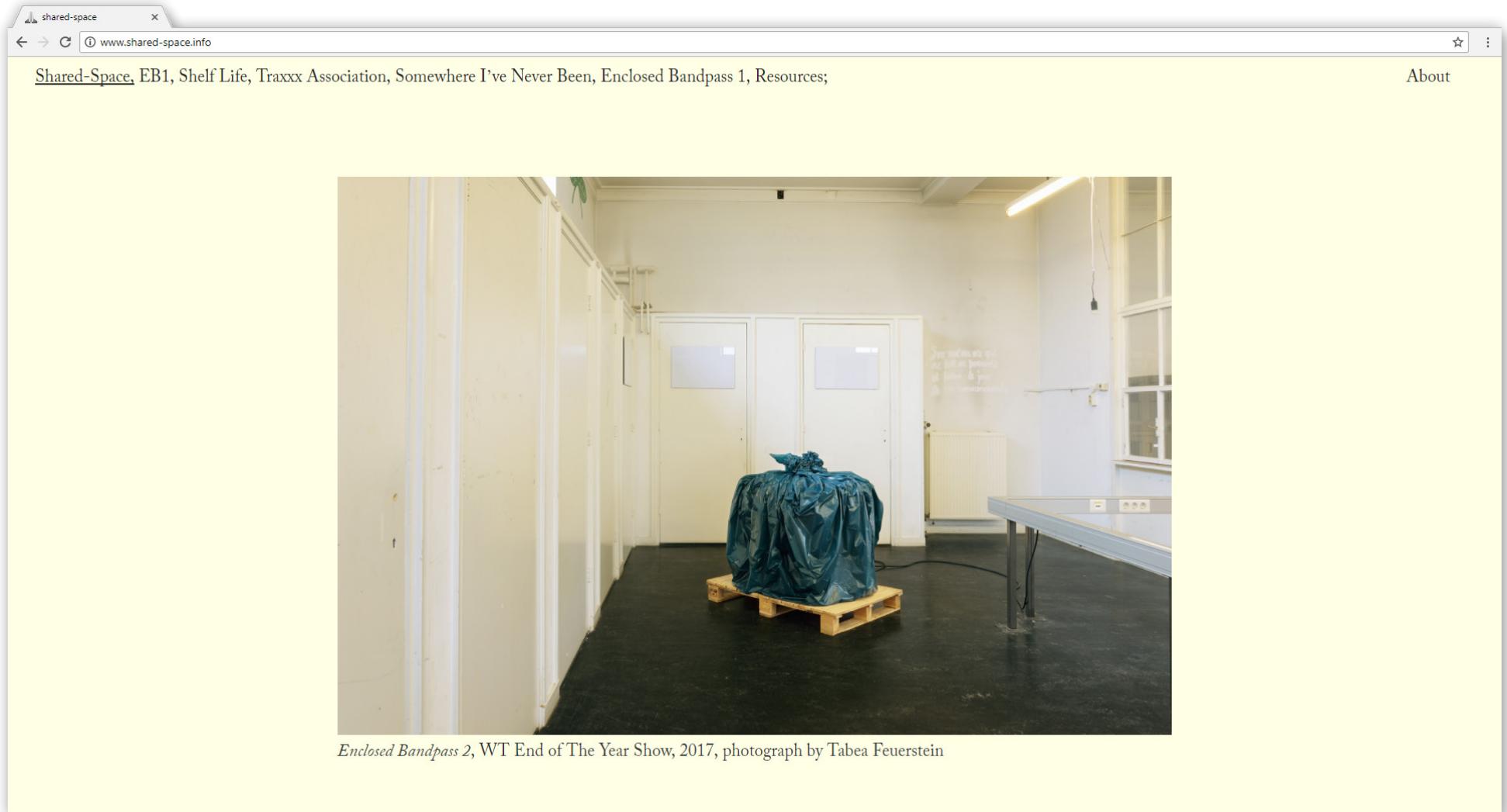
This screenshot shows the "Academics" page of the website. It has a red header with a navigation menu. The main content area contains a section titled "EACA Inspire—for you and your employees" with placeholder Latin text. Below this are three icons: "Face to Face training", "Summer school", and "EACA Executive programme". A "Benefits of trained staff" section follows, featuring a chart titled "SMALL BUSINESSES & THE CLOUD" from Microsoft. The chart includes various statistics about SMBs and cloud usage. At the bottom, there is a "Get your employees certified" section with buttons for "European Advertising Certificate" and "IAC".

This screenshot shows the "Students" page of the website. It has a white header with a navigation menu. The main content area contains a section titled "EACA Inspire for students" with placeholder Latin text. Below this are several icons representing student activities: Ad Venture, Summer School, Career guidance platform, Internships, EDtalks, ed Talks, Student exchanges, and Edcom Hall of Fame. A "EACA Inspire for young professionals" section follows, featuring a video thumbnail of a building with a "WELCOME TO IESE" sign. Below this are icons for Summer school, European Advertising Certificate, and Face to Face training. The footer of the page includes the EACA IN-SPiRE logo, social media links (Facebook, Twitter, LinkedIn), and a newsletter subscription form.

Shared-Space

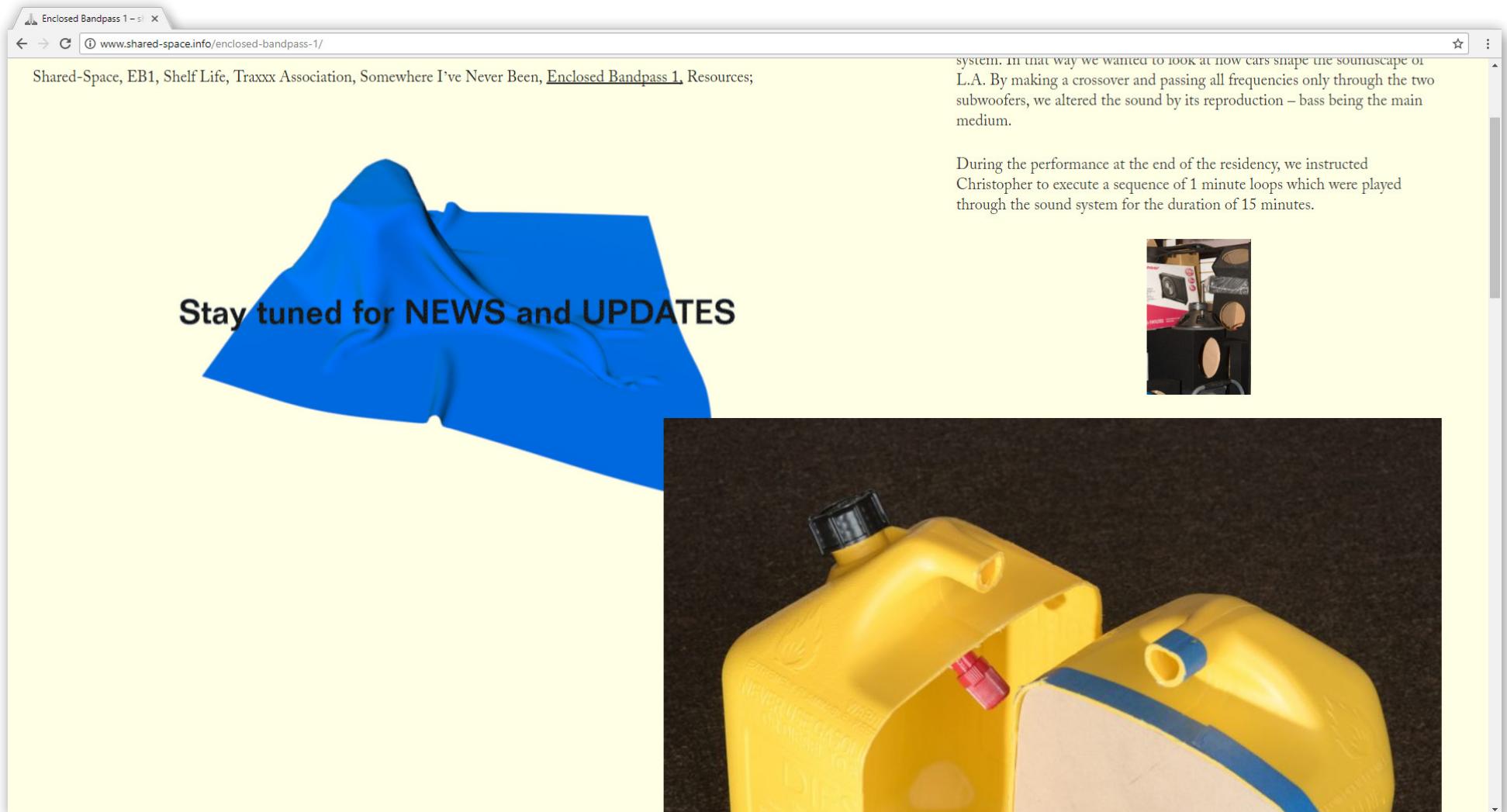
II

web development, css, custom wordperss theme. 2017



Shared-Space, EB1, Shelf Life, Traxxx Association, Somewhere I've Never Been, Enclosed Bandpass 1, Resources; About

Enclosed Bandpass 2, WT End of The Year Show, 2017, photograph by Tabea Feuerstein



Enclosed Bandpass 1 – s1

← → C © www.shared-space.info/enclosed-bandpass-1/

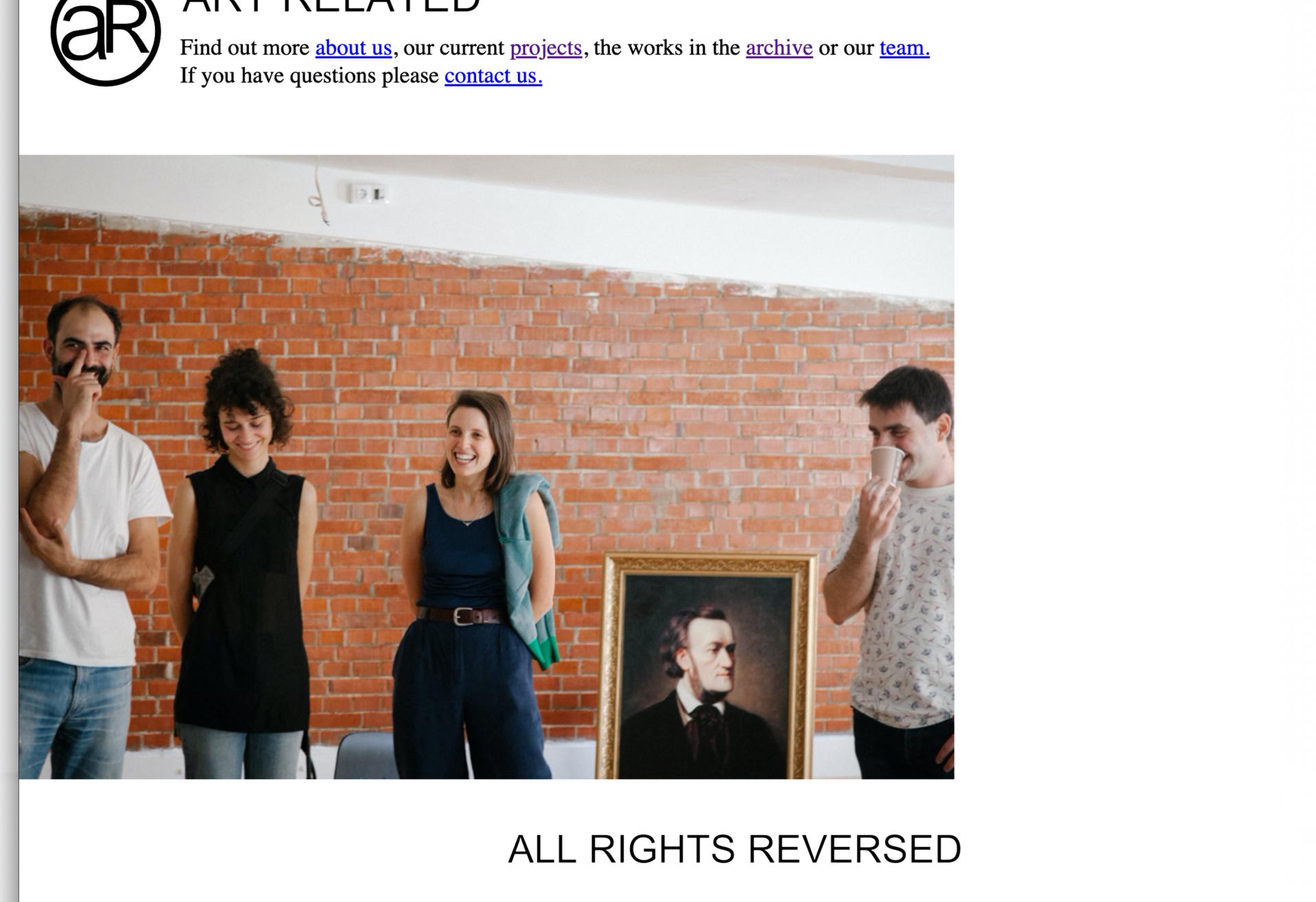
Shared-Space, EB1, Shelf Life, Traxxx Association, Somewhere I've Never Been, [Enclosed Bandpass 1](#), Resources;

system. in that way we wanted to look at how cars shape the soundscape of L.A. By making a crossover and passing all frequencies only through the two subwoofers, we altered the sound by its reproduction – bass being the main medium.

During the performance at the end of the residency, we instructed Christopher to execute a sequence of 1 minute loops which were played through the sound system for the duration of 15 minutes.

Stay tuned for NEWS and UPDATES

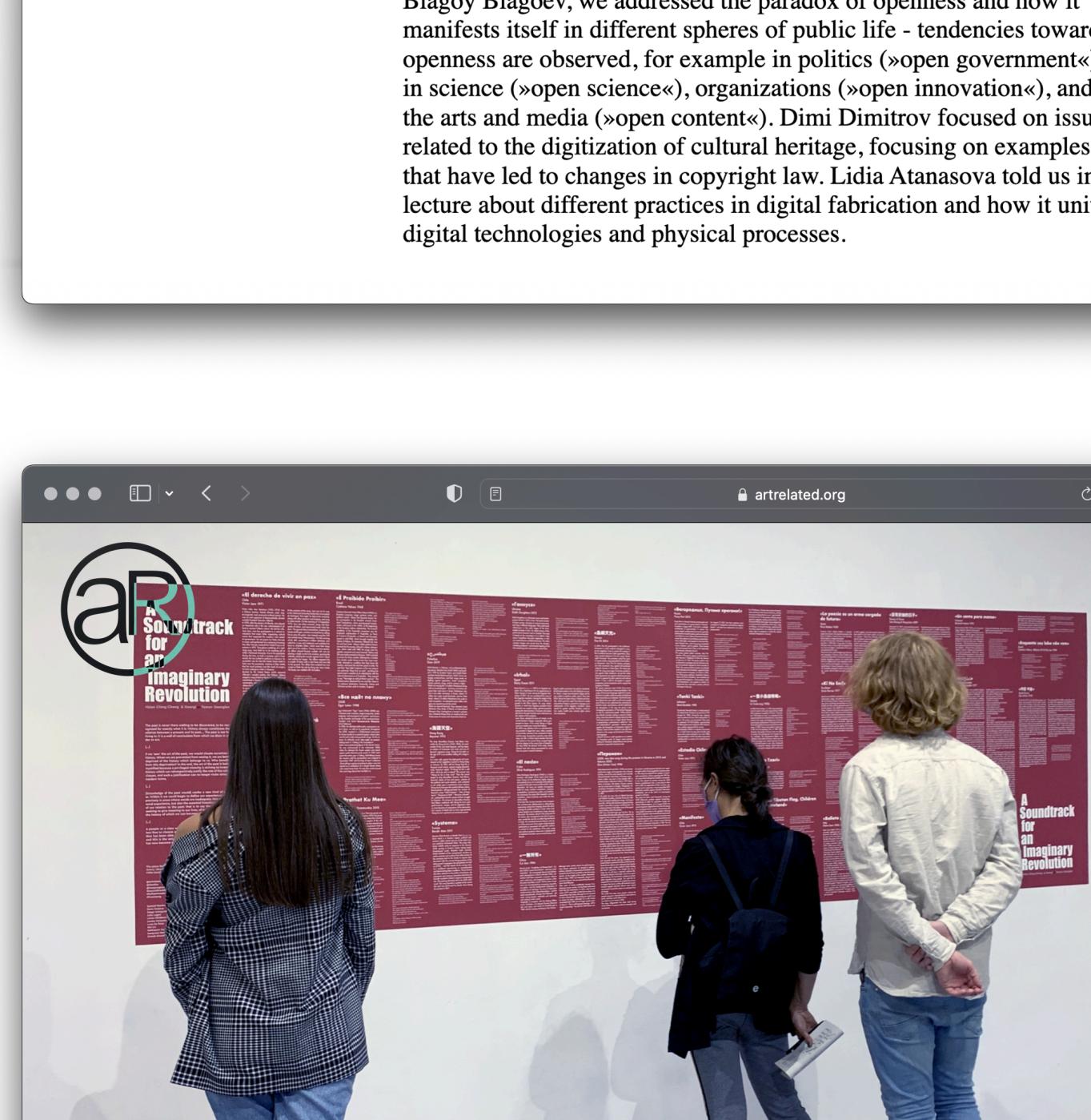




ALL RIGHTS REVERSED

For the purpose of Sofia Art Week 2019, professionals in the field of social sciences, law, art and architecture came together to illustrate the state of copyright laws in Europe and in particular in Bulgaria.

The mission of public institutions, such as galleries and museums, is to make knowledge accessible to all. What will be their communication strategy - how will they make their collections of artworks more accessible to the public? One of the challenges we face today as a society is to preserve our cultural heritage, and one way of doing this is to digitize it so that it could be freely shared. The Museum of Art and Design in Hamburg, Germany, for example, provides its collection for free online. The British Library and the Japanese Center for Asian Historical Archives jointly publish over 200 Japanese and Chinese prints in the public domain. These are examples that set the foundations for our understanding of sharing knowledge globally. What obstacles exist for the development of such activities?

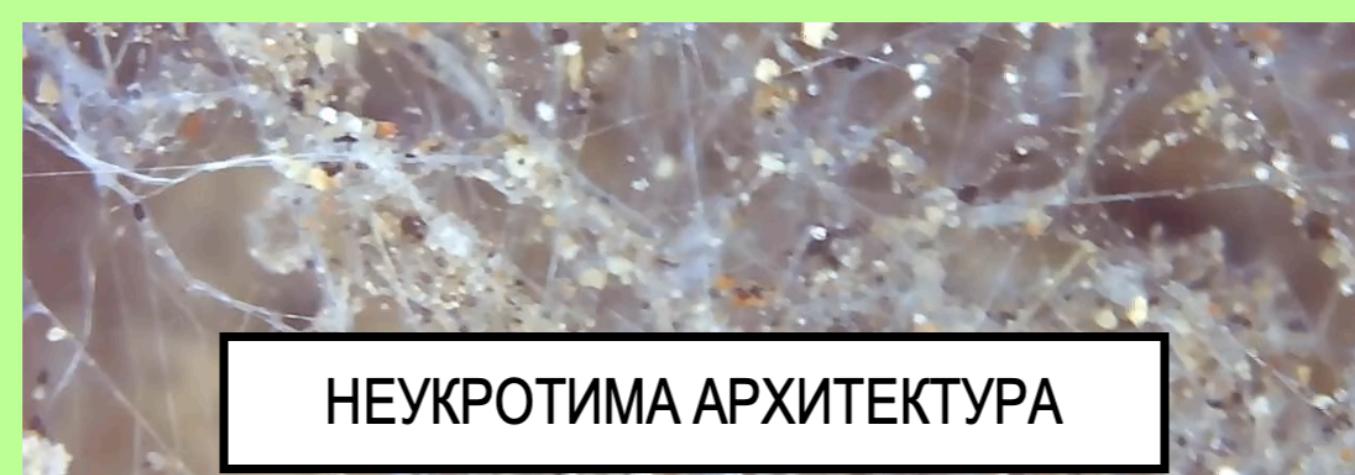


The project consisted of two parts. The first one took place in Resonator, a hub for shared innovation, which aims to promote the cooperation between different creative spheres. Using 3D printing technology and with the help of our audience, we printed a sculpture using photogrammetry software. We conducted a series of lectures and talks, which helped us tackle the issues surrounding the case. With Blagoy Blagoev, we addressed the paradox of openness and how it manifests itself in different spheres of public life - tendencies towards openness are observed, for example in politics (»open government«), in science (»open science«), organizations (»open innovation«), and in the arts and media (»open content«). Dimi Dimitrov focused on issues related to the digitization of cultural heritage, focusing on examples that have led to changes in copyright law. Lidia Atanasova told us in a lecture about different practices in digital fabrication and how it unites digital technologies and physical processes.



ПОКАНА ЗА УЧАСТИЕ В ПРОЕКТ „СРЕДА“ ИЗБЕРИ РАБОТИЛНИЦА!

Open invitation to join project „SREDA“. Choose a workshop!



Работилница на Жазу Янг (Южна Корея) / Workshop by Jazoo Yang
(South Korea)

Know-How>Show-How

13

web development, css, custom wordperss theme. 2018



CURRENT TOPIC:
From Here & There, to Little Paris

"The creative practitioner has an important role in re-imagining spaces and scenarios for living together. It is clear that we need better spaces, whether they are reconstructed or built anew. However, it is not about simply building them, but how we can collectively create them and care for them. This process does not have a clear roadmap, nor a linear trajectory. As such, the practice is not a series of projects or a series of interventions. It is actually an attitude and it has to become embodied through the practice of the not-yet."

Jeanne van Heeswijk, *Preparing For the Not-Yet*, published in C. Strauss and A.P. Pais (eds.), *Slow Reader: A resource for design thinking and practice* (Valiz 2016), p.49

This quote reflects our intention for the current edition of KHS Summer Academy. It starts with an open attitude and curiosity to discover how we can contribute together to the needs and desires of a given space. The location we will explore in this research is the Cultural Community Center Trakia. For this space our actions will focus on collaboration and

current topic
program
mentors
application
team
about
contact
archive

MENTORS

During the workshop we will be guided by the unique methodology, exceptional professionalism and expertise of the Dutch spatial designer and architect Elmo Vermijs, accompanied by product designers from the Bulgarian studio Tuhlla-Rostislav Dimitrov, Vladimir Kirchev and Zahari Radev.

current topic
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Pavillion, 100% Terschelling, Elmo Vermijs, 2012

Harmönia

14

web design & development. 2012



http://www.harmoeria.fi/

HARMÖNIA

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[CONTACT](#)

[f Harmönia](#)

<https://soundcloud.com/mazout/05-silex-funk-pavan-dub>

05-Silex-Funk-Pavan-Dub
Lutzen Mazout / 05-Silex-Funk-Pavan-Dub | Explore the largest community of artists, bands, podcasters and creators of music & audio.

Mar 23rd 12:49pm • 2 Comments

Welcome to Harmönia in WWW

We got some nice things out again. Check the new CD compilation for example, or the peculiar bootleg live cassette from china (?).

You can order vinyl records directly from us. We ship the records carefully packed usually within a couple of days. Please find below list of our releases with info, sound clips and prices. We also have a small stock of selected releases from other labels such as Flogsta Danshall and Mazout + many more.

Digital downloads you can find in your favourite web shop like [Boomkat](#) or [Beatport](#) for example.

HARMÖNIA RELEASES:

| | | | |
|--|--|--|--|
| HRMN-27 | Anaalivaihe | DKSTR: Pleasures | EASY & C.O.U.: Aryayek Machine |
| | | | |
| JESSE featuring Jimi Tenor / Randy Barracuda remix | Ya Tosiba: Mad Barber | Claire Costeau | Pekka Airaksinen: Other Power |
| | | | |
| BMMB: Dirty Seconds | Harmönia Family Album | Easy & Center Of The Universe: Pythagoras Falafel Calamity | Pavan: Holy Volt |
| | | | |
| IMO / LazerCrotch | Randy Barracuda - On The Low | Mesak - School Of Mesak | Harmönia Presents - International Skweee Vol. 2 |
| | | | |
| Yot - Yot 1 | Rigas Den Andre - Valla Torg EP | Randy Barracuda & Mesak - Black Vaseline / Adult Games | Boyz Of Caligula - Must 'Arambahba (Sónar Edit 2008) |
| | | | |
| Harmönia Presents - International Skweee Vol. 2 | Harmönia Presents - Skandinavian Skweee Vol. 2 | Harmönia Presents - Skandinavian Skweee Vol. 1 | Mesak - Fusil Sonographique |
| | | | |

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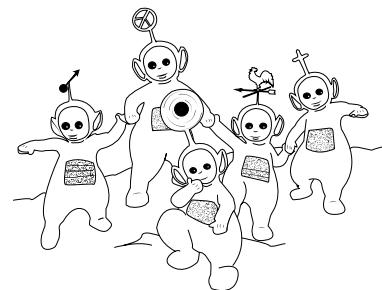
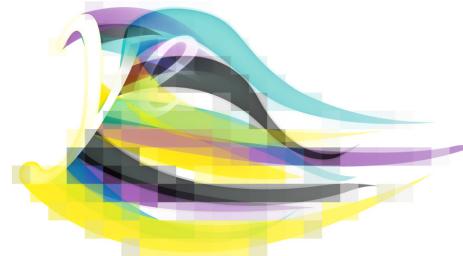
TAGS

7" 12" 2006 2007 2008 2009 2010 2011 2012 2013 anaalivaihe Bem BMMB Boyz Of Caligula Claws Costeau Coro Bryce Daniel Savio Easy & Center Of The Universe Eero Johannes Flogsta Danshall Harmönia International Skweee Vol. 2 Joxaren karl marx stadt LazerCrotch levon zoltar LP Markis Sage Mesak Michael Black Electro Paltazar Pavan PJVM Randy Barracuda Rigas Den Andre SLA Slow Hand Motém Spartan Lover split stiletti-ana Uday Uday Napoleon V.C. Wankers United Ya Tosiba

Proudly powered by WordPress. Designed by [Georgi](#).

Logo & Icon Design

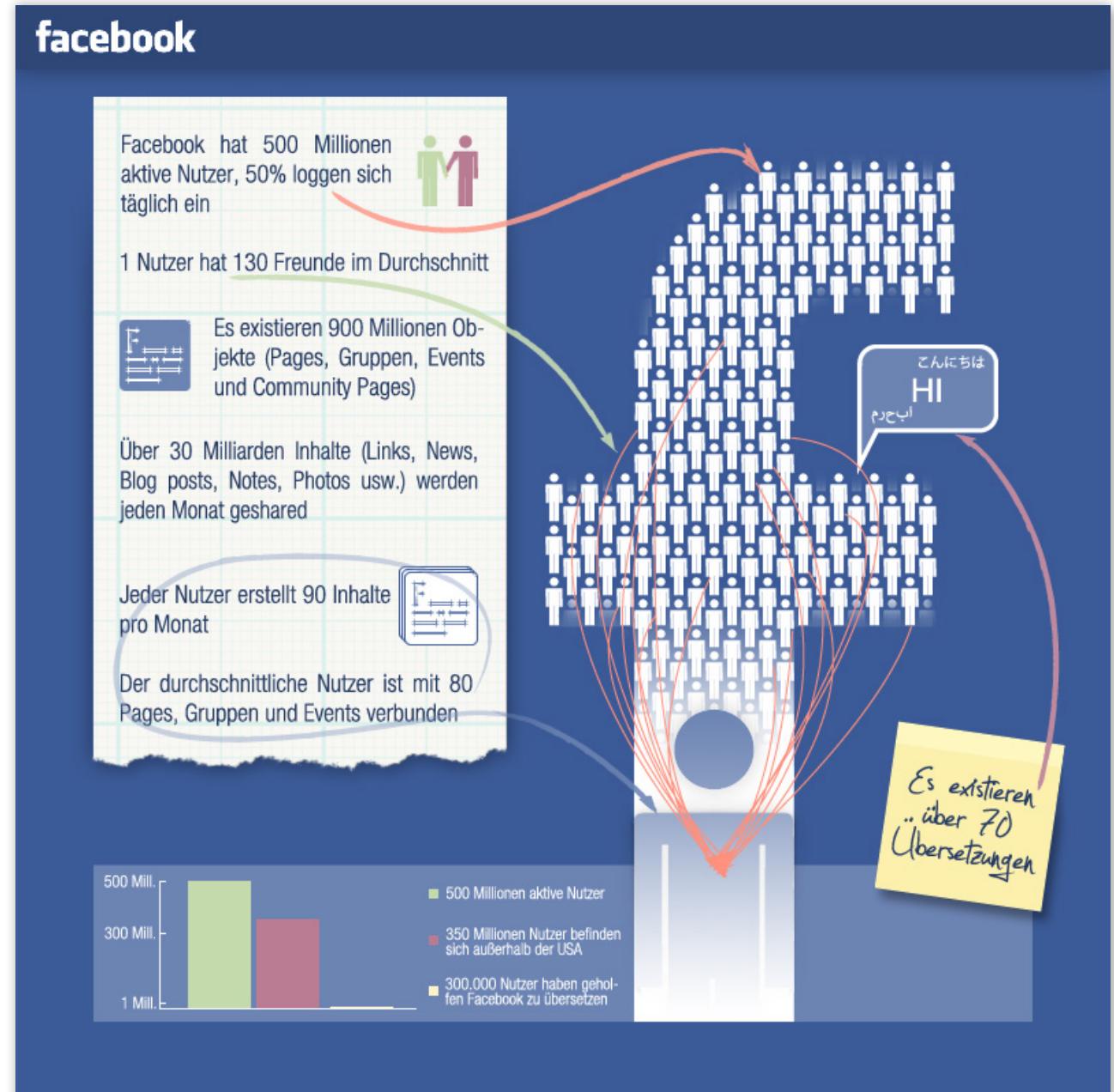
15



Facebook

16

infographic design. 2012



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BTC ECHO

BTC ECHO

GESAMTURTEIL

sehr gut



07/2021

 finanzfluss

GESAMTURTEIL

sehr gut



07/2021

Der offizielle **Krypto Handelsplatz**
der **Börse Stuttgart** ↗

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Fallout: New Vegas

18

3d-model, materials & textures. 2022

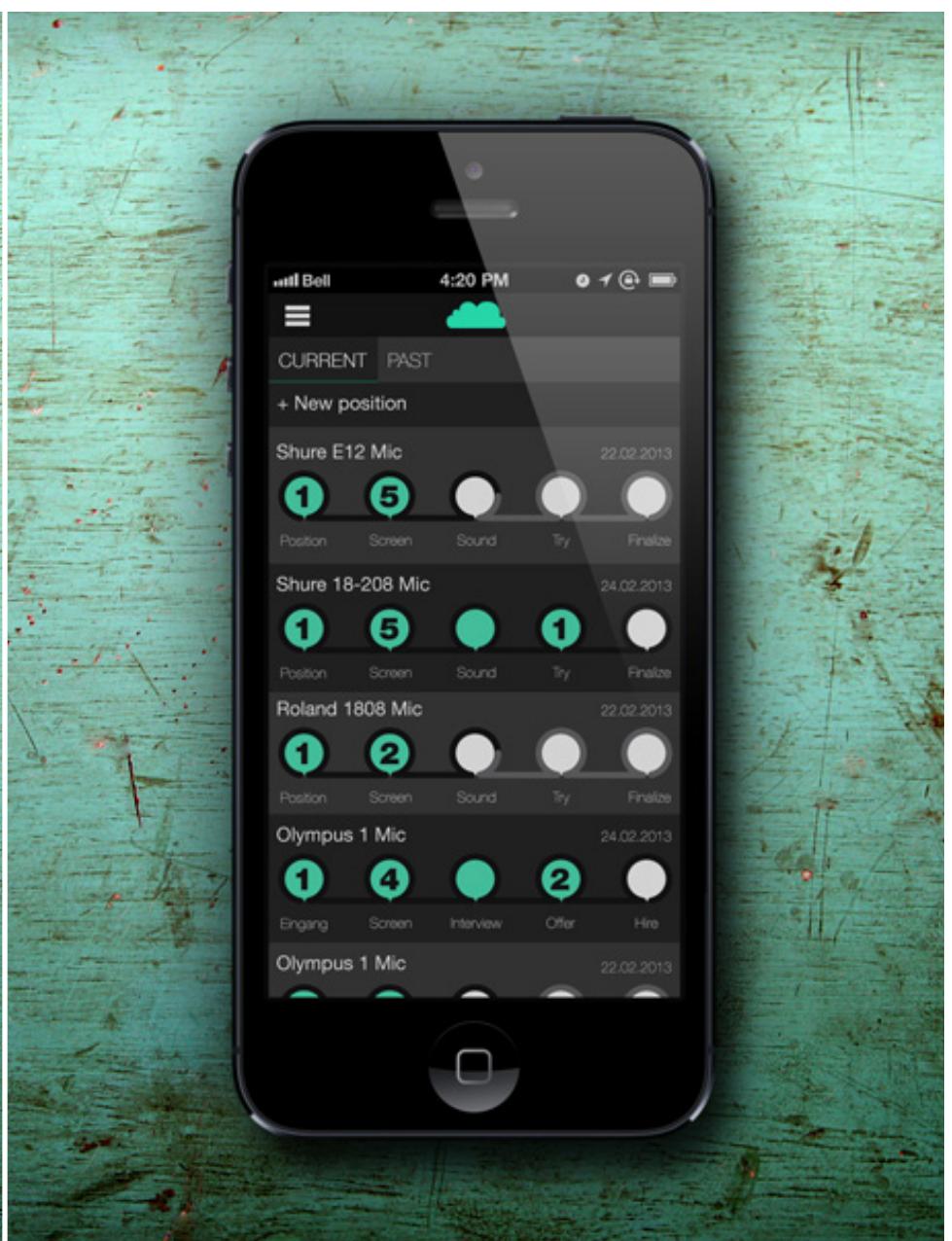


Interface design

micMaster

20

logo, icon & mobile interface design. 2012



Mixmeister

21

interfacedesign. 2013

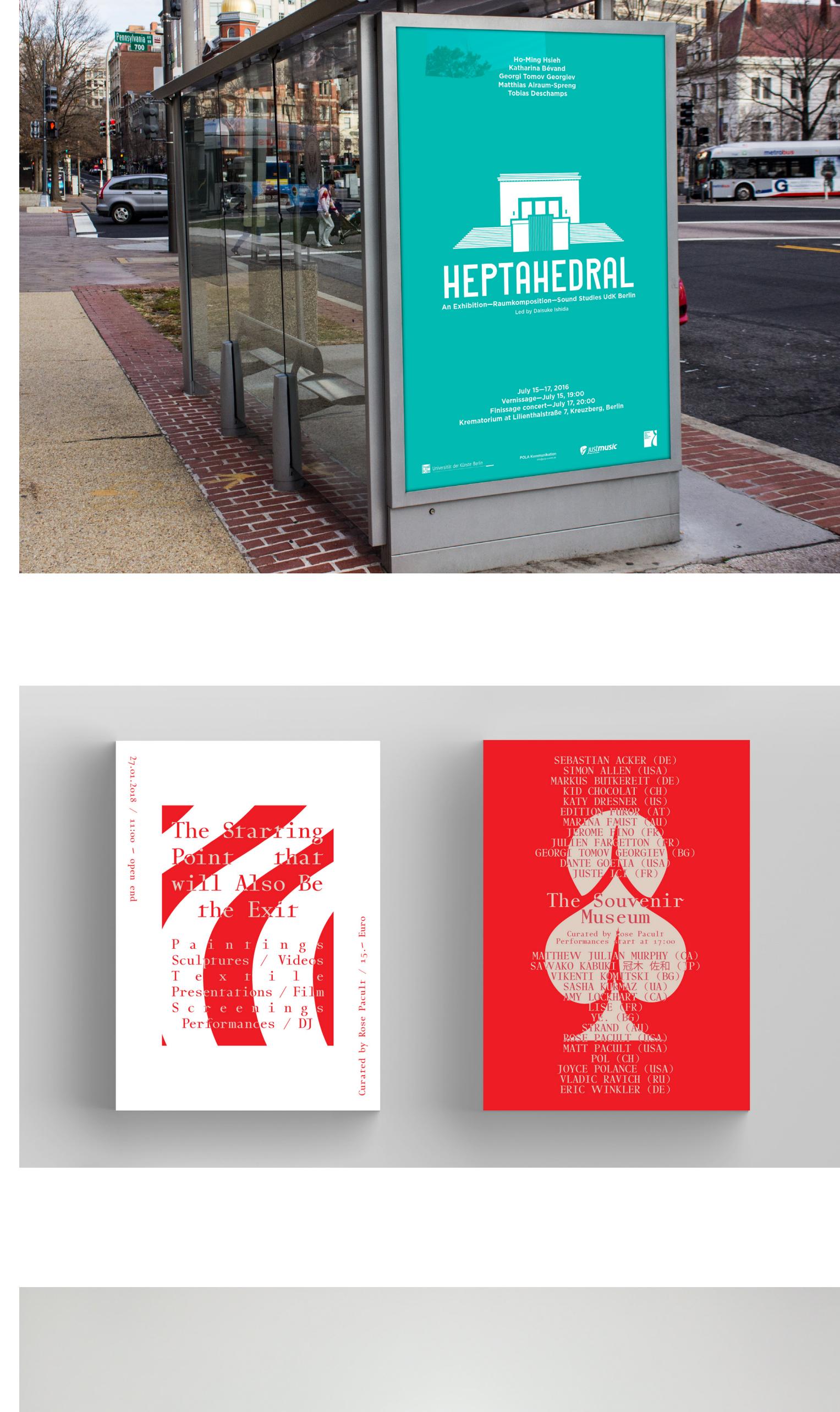


Print & co.

design, preprint, illustration

Poster design and illustration.
Coala Poster Satin paper.
135g/m²

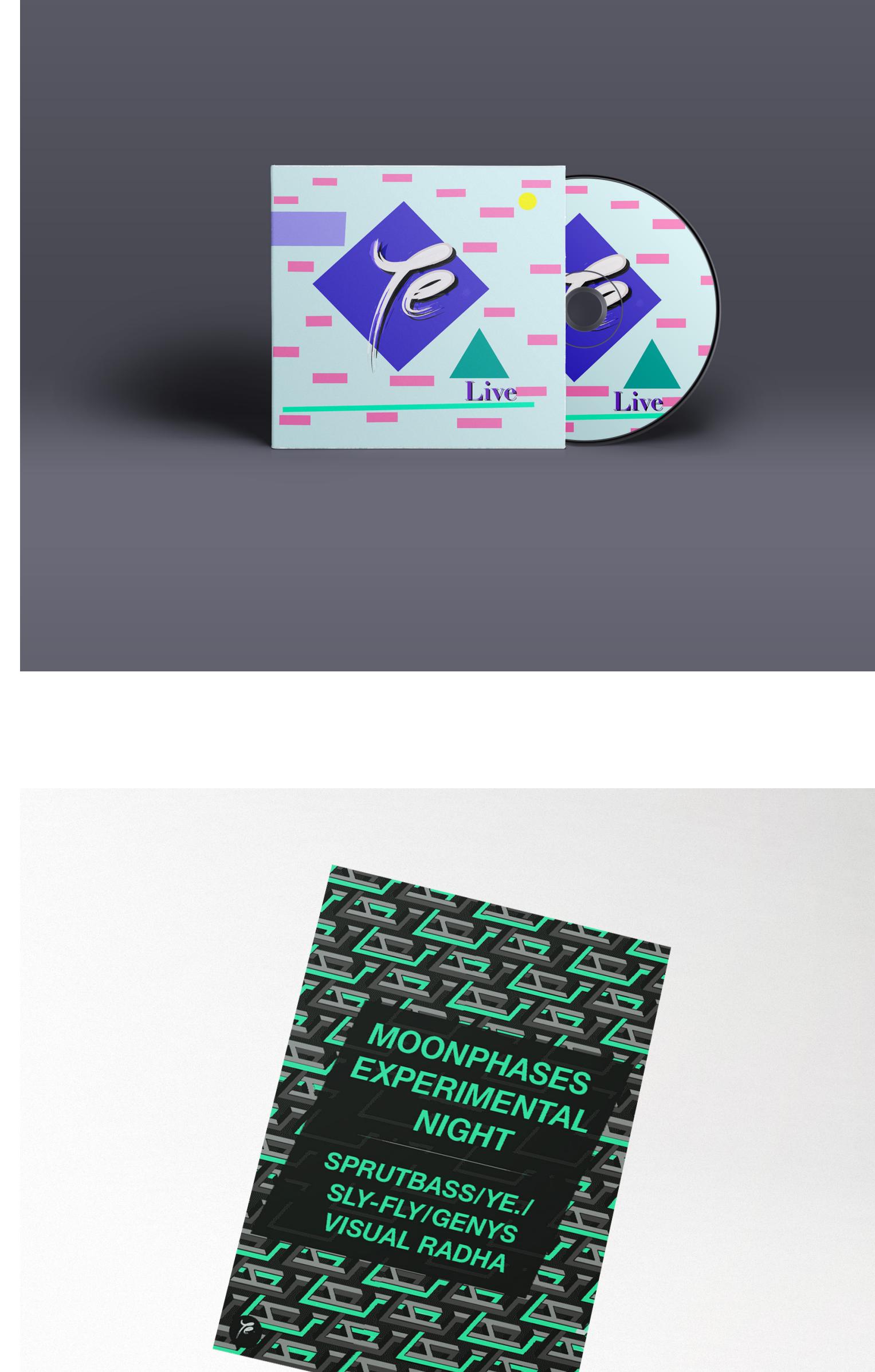
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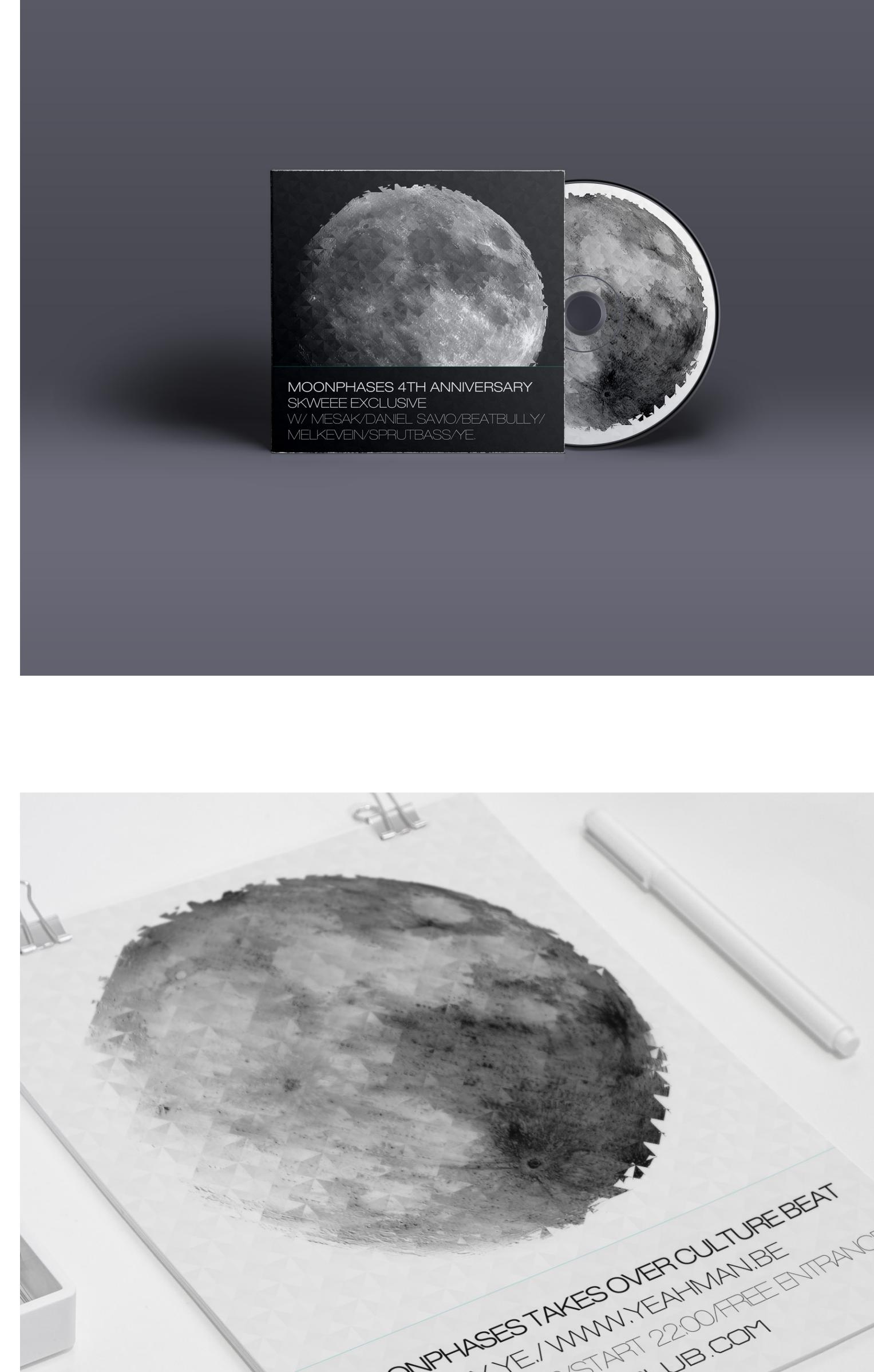
Flyer design.
Munken White paper.
220g/m²



Flyer design.
Munken White paper.
220g/m²



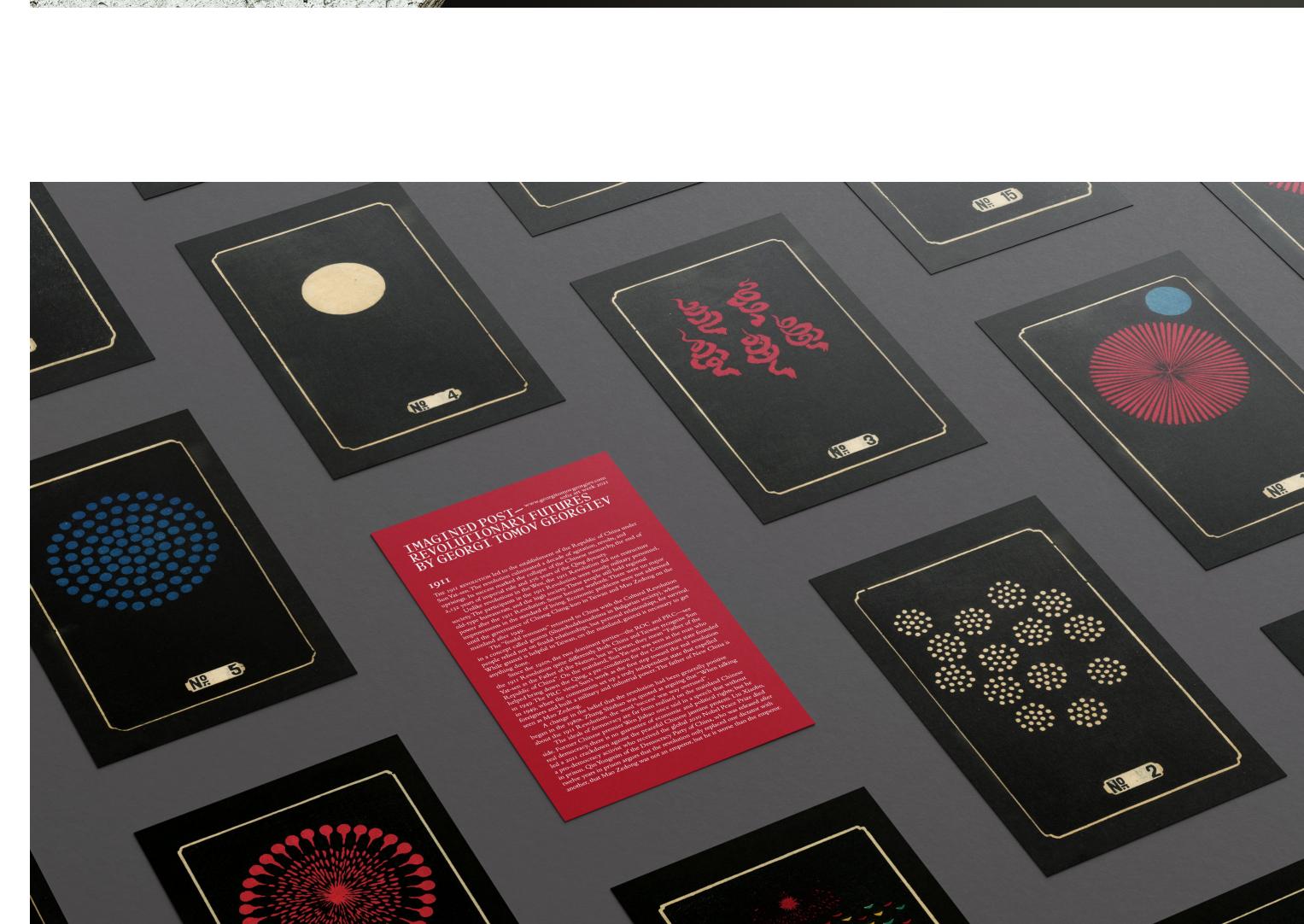
Cover design & illustration.
Curious Matter i-Tone.
270g/m²



Cover design & illustration.
Curious Matter i-Tone.
270g/m²



Poster design and illustration.
Coala Poster Satin paper.
135g/m²



23

16

2-sided cards for Sofia
Art Week 2021.
Curious Matter i-Tone.
280g/m²



DJs and Web Based Self-Promotion

24

The Transmedial Nature of Agenda Setting. 2012

16,5×25cm

60 pages

Munken Print White 15, 90gsm

Hardbound sewn and glued in 6 signatures

Edition of 4

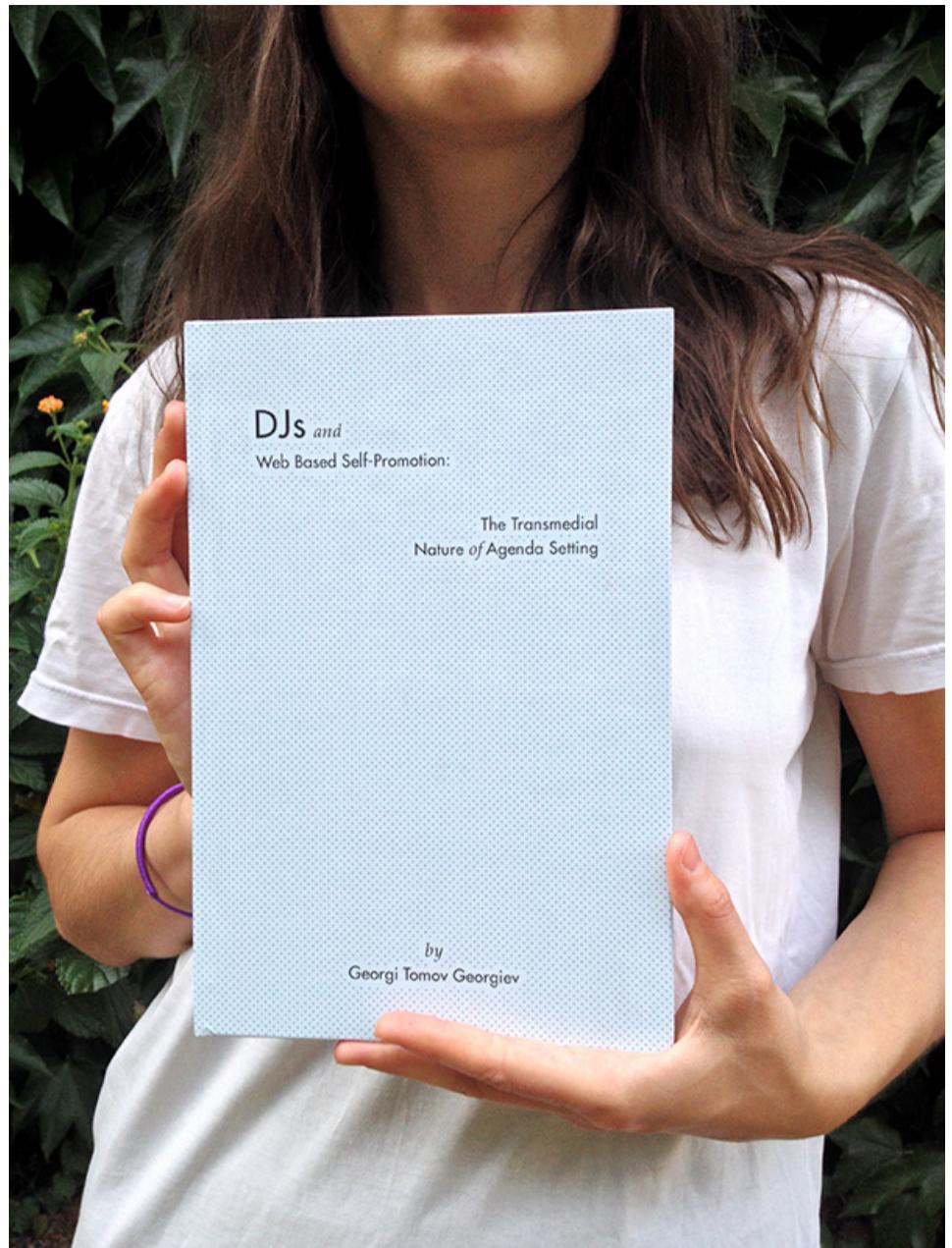
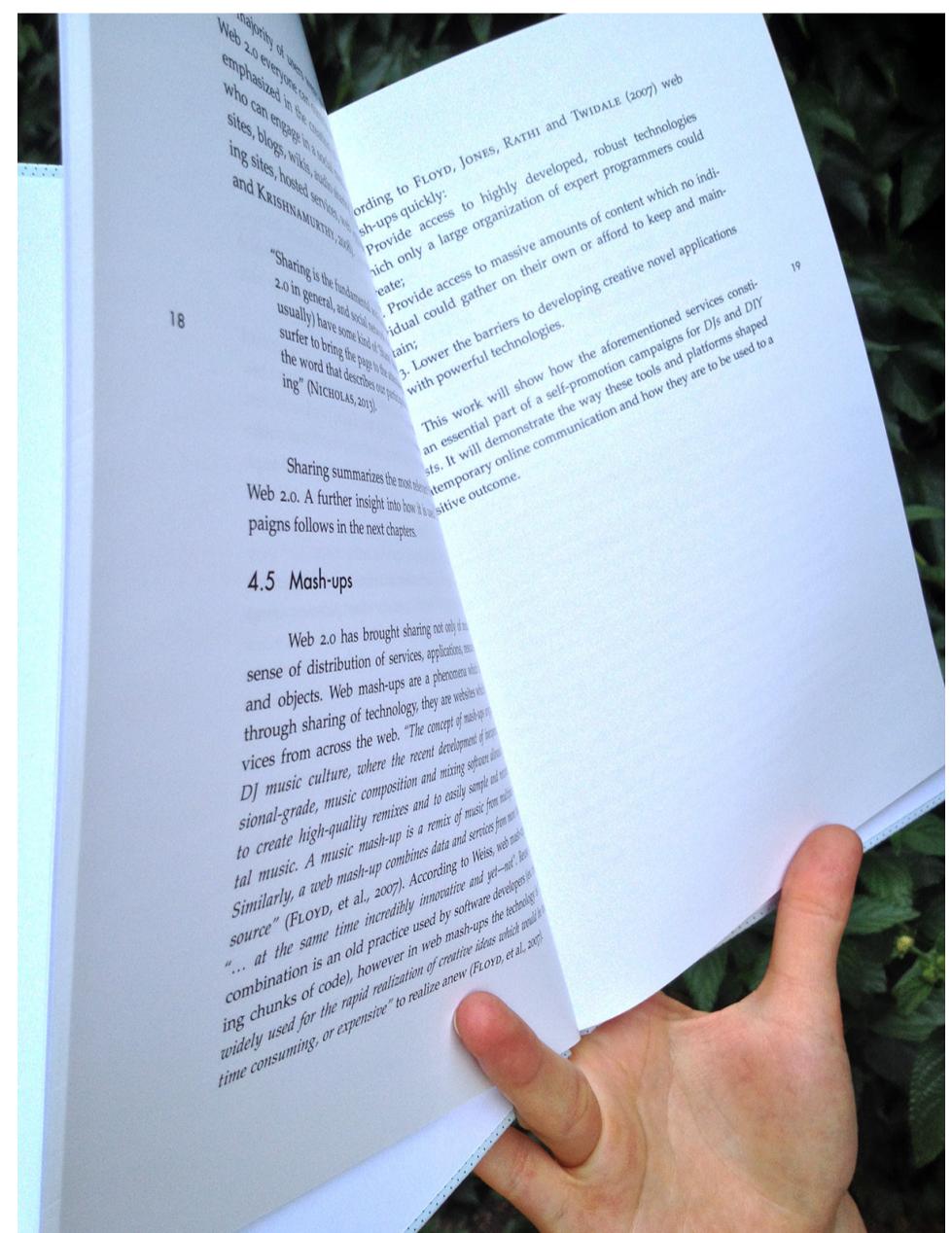
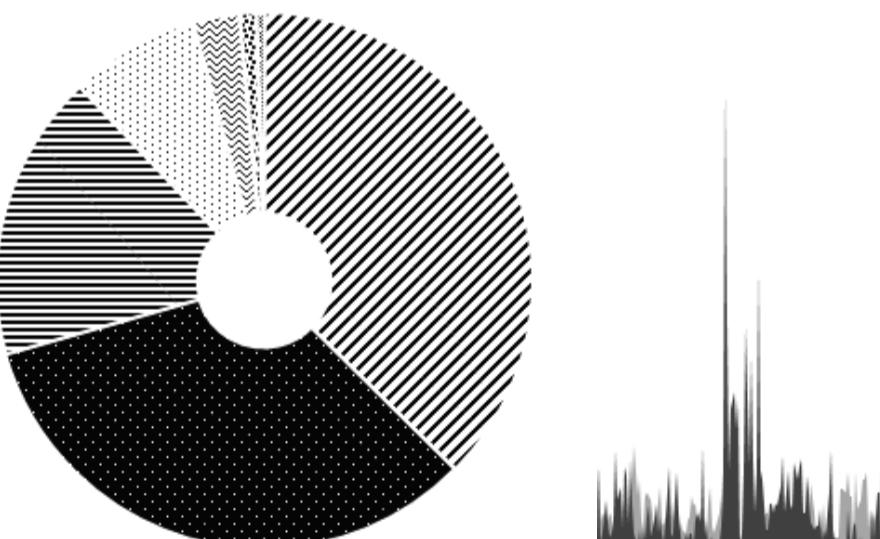


Chart design.



**An Audiovisual Representation
of the Comparison Data
of Two Coastal Towns**

25

bilingual edition. 2017

25×33,3cm

100 pages

Creative print recycled, 120gsm

Hardbound sewn and glued in 8 signatures

Edition of 12



North Berwick. Age 35.

—How was the past year for you?

—Fine yeah, it's been good. Ehm...nothing in particular—
she laughs,—nothing I would single out...yeah, yeah, just
another year.

Shabla. Age 35.

—How was the past year for you?

—They fixed the central plaza. The stadium—they stopped the project. 5,5 million was the financing they received. It's been stopped and people don't know why. The deadline was on the 15th of September; they will have to pay one hell of a penalty for breaking the contract, as these were money from the EU.

—I was living in Varna. My mother got sick so I came here to take care of her. She died several months ago—*he pauses for a moment*.

—Only bad things, you know. I was a football player. The star of this town. Everyone comes to me if they want something done. One day «Batetov» came to me and said: What are you doing here? And I told him: I AM from here Batetov...—*he laughs*.—He brought this lady and said: let's make her a mayor. She had 10–15 published books on old European history, in Europe, in the World...I said: OK, fuck it, if you brought her, we gonna do it.

* Ivan Slavkov also known as «Batetov» was a head of the Bulgarian Football Union and the Bulgarian Olympic Committee. During the Communist regime in Bulgaria, Slavkov married Lyudmila Zhivkova, daughter of Bulgaria's Communist leader Todor Zhivkov. Despite lack of qualifications, he was appointed head of the state-controlled Bulgarian Television in 1972, an example of the regime's growing practice of corruption and nepotism.

An Audiovisual Representation of the Comparison Data of Two Coastal Towns

26

project documentation. 2017

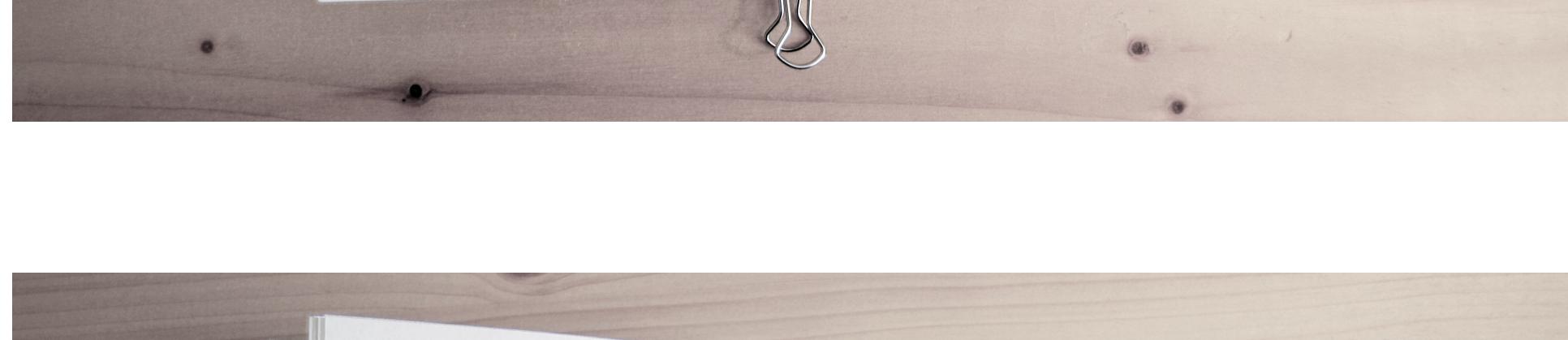
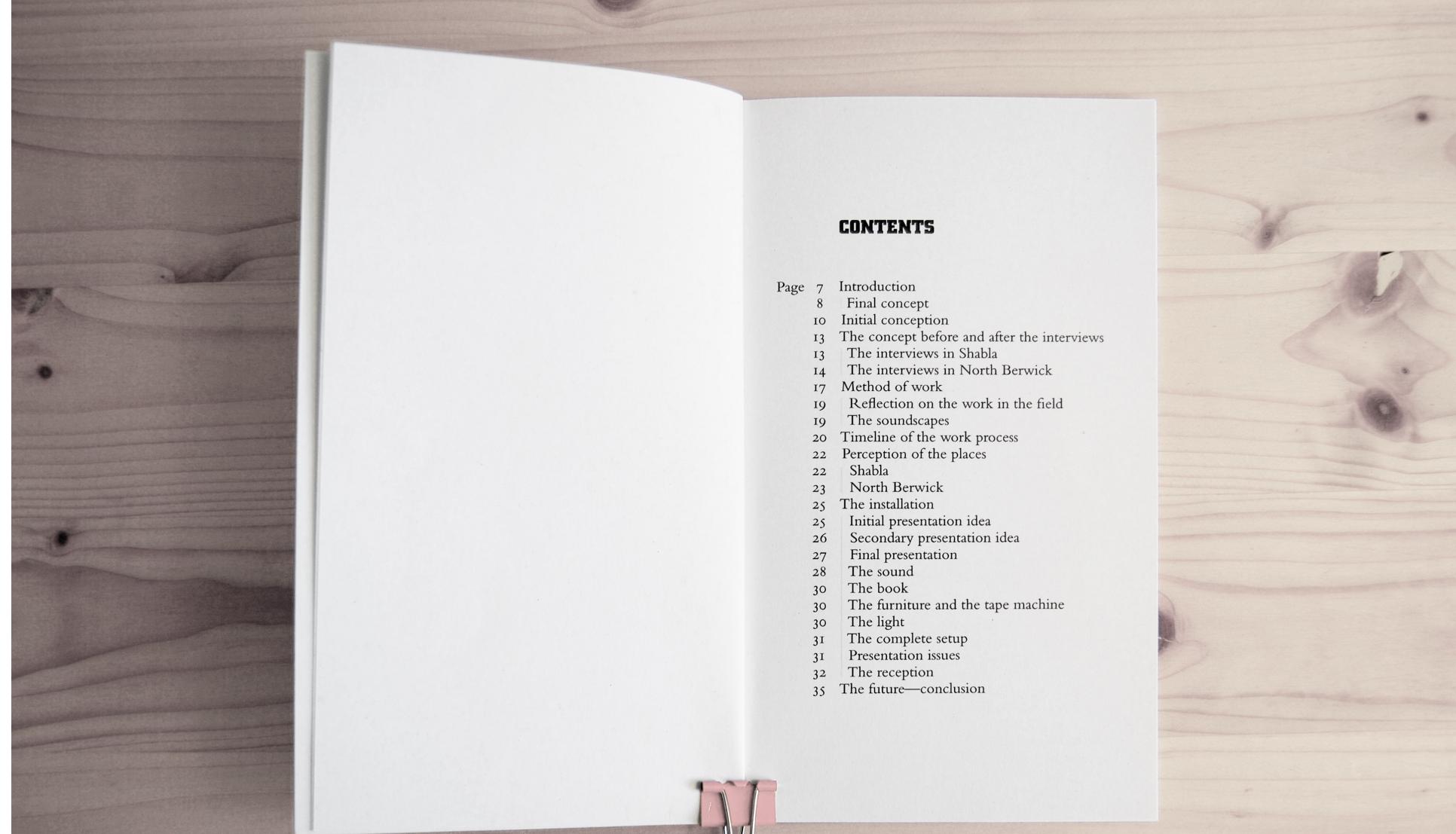
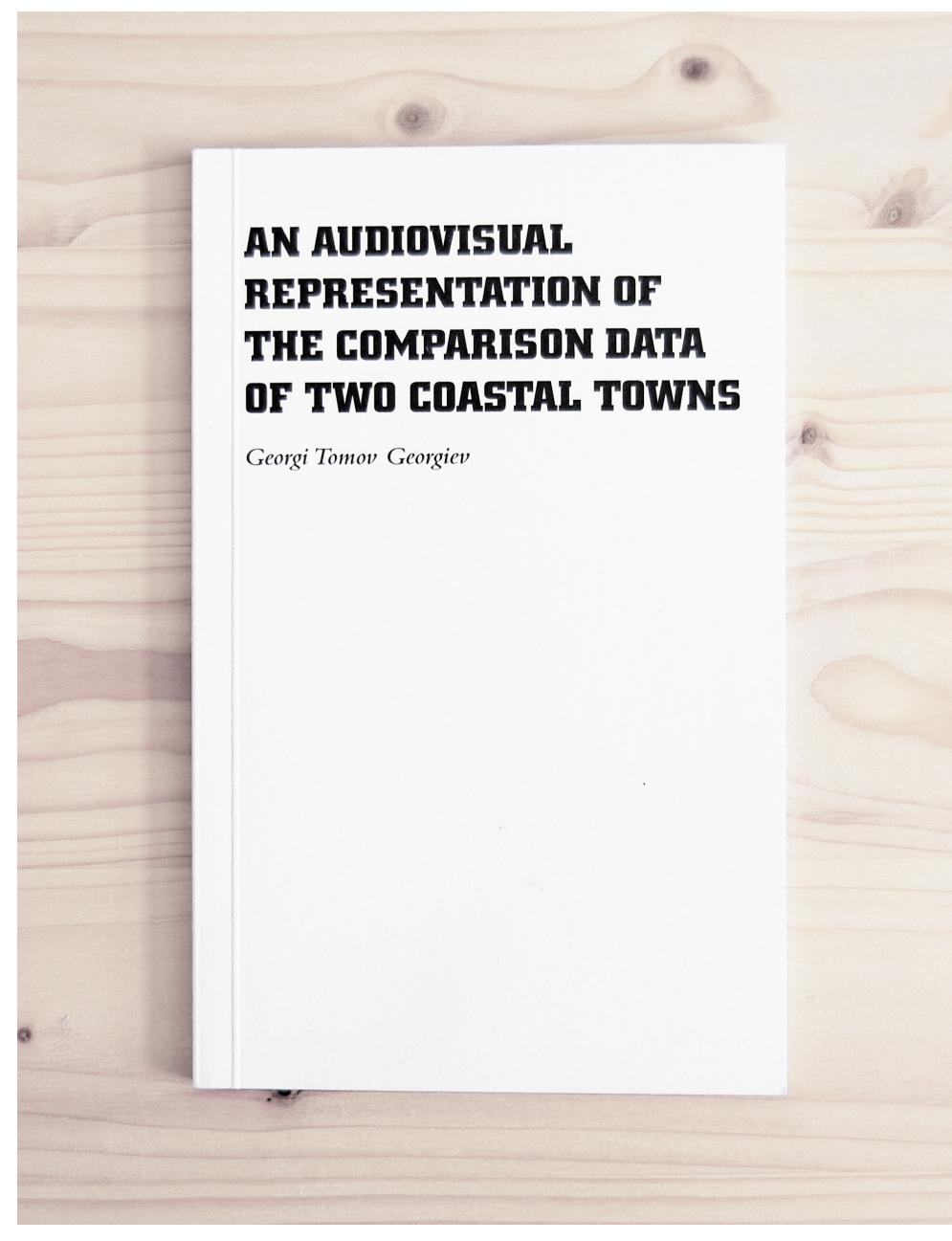
11,5x18cm

42 pages

Creative print recycled, 90gsm

Glued in 4 signatures

Edition of 5



The Future of Techno

27

research project. 2017

12,8×19,5cm

42 pages

Creative print recycled, 90gsm

Glued in 4 signatures

Edition of 5



The image shows an open book with two pages visible. The left page has the number '16' at the top. The right page has the number '17' at the top. Both pages contain dense text. A pink paperclip is pinned to the bottom edge of the right page. The book is resting on a light-colored wooden surface.

step craze, with roots in Miami bass and dirty south hip-hop. Popularized by relatively unknown artists like Doshy, Kramphhaft, Bok Bok the genre was quickly adopted by mainstream hip-hop. A year later, the pitched hi-hats illustrative to trap made their way into productions by pop icons like Rihanna, Kendrick Lamar, et al (TOMOV GEORGIEV, 2015).

IDENTIFYING CURRENT TRENDS

The most prominent of post-dubstep's sub-genres, which remained partly submerged in the underground, was a version of UK techno,⁹ which was closer to house than to the traditional Detroit or German variations of it. With time, this «post-dubstep techno» lost its identity and became part of the wider picture of contemporary electronic dance music. However, the interest in techno kept going strong and especially in the German brand of it, which was promoted by the residents of the Berghain club in Berlin. Its popularity as the best club in the world kept growing,¹⁰ which launched its resident DJs Ben Klock, Marcel Dettmann and others to international underground superstar status and ratified techno as the sovereign of the mainstream underground (TOMOV GEORGIEV, 2016).

In a similar fashion, a new sparkle of life was breath into grime. Even though the dubstep sub-genre first appeared around the beginning of the 2000s and only had a small audience of devoted fans, never achieving a commercial breakthrough until recent events, its current popularity is still widely accepted as revival. As a genre effectively starting out with dubstep, it has made its way into pop culture, almost single-handedly pushed through by Skepta and his seminal performance of «Shutdown», which went viral.

On April 30, 2015, Skepta tweeted, inviting his fans to join him for a secret show at a car park in Shoreditch, London. Hundreds of people appeared causing a roadblock in East London. The event had such an impact, that commercial pop artists like Drake became interested in this niche genre (TOMOV GEORGIEV, 2016).

⁹ Differentiating between UK, German and Detroit techno is an ultimately futile endeavor, as it can hardly be done objectively. Influences are so far spread, crisscrossed and omnipresent that it is difficult to reach a verdict. Nevertheless, in time, one learns to differentiate them in his own terms. Going into this debate surpasses the goal of this book. That being said, there is always the evidence of the producer's point of origin.

¹⁰ It even made it to the prime time US TV show of Ellen DeGeneres, where Claire Danes explained about her Berghain experience to a crowd of middle aged US housewives.