

OLENA CARWAY ZERO **LOBUNETS**

# CREATIVE LEAD

Visual Identity | Brand Activation | Retail Experience

## Profile

Award-winning Head of Creative with 17 years shaping brand worlds that connect purpose, emotion, and design performance. I build and lead high-impact creative teams that turn ideas into movements, from luxury retail experiences to sustainability-driven rebrands.

At FERO, I reimagined the agency's creative culture and led campaigns for Boots, Superdrug, Ted Baker, Soap & Glory, E45, and Champneys, transforming sustainability messages into standout shopper storytelling. Equally strategic and hands-on, I merge brand thinking with design craft to create visuals that sell, systems that scale, and stories that stick.

My mission is always to bring value, integrity and love into the work and into the team itself. I'm now looking for roles where my hybrid skillset of creative leadership, commercial understanding, digital strength, and retail expertise can thrive within a team that values craft, ambition, and humanity in equal measure.

## Key skills

Creative & Brand Direction | Visual Identity Systems | Sustainable & Circular Design | 360° Campaign & Retail Experience Design | Shopper Psychology & Behaviour-Led Design | Team Leadership & Mentoring | AI-Driven Creative Innovation (Midjourney, ChatGPT, 3M VAS) | Adobe CC | Cinema 4D | Cross-Disciplinary Collaboration | Pitching, Presenting & Storytelling | Being a Unicorn

## Experience

### FERO Retail Marketing

*Head of Creative | Nov 2022 – Present*

Lead a multi-disciplinary creative department covering 2D, 3D and digital. Repositioned FERO from a POS manufacturer to a design-led retail partner through strategy, storytelling, and innovation.

- Directed the full rebrand from Showcard to FERO, defining visual identity, tone of voice, and creative positioning.
- Delivered winning tenders and national campaigns for E45, Boots, Ted Baker, Champneys, and Tonies.
- Introduced AI-assisted design tools (Midjourney, ChatGPT, 3M VAS) improving concept quality and speed.
- Developed internal creative rituals (“Lunch & Learn”, “Last Hurray”) to drive innovation and cohesion.
- Secured key accounts via creative-led tenders, notably KARO (E45) and Ryman's.
- POPAI Gold for In-Store Theatre & Concept Design.

*Senior Creative | Jul 2022 – Nov 2022*

*Senior Creative Artworker | Oct 2019 – Jul 2022*





# OLENA CARWAY ZEM | **OBUNETS** CREATIVE LEAD

## CREO / DS Smith

Designer | May 2014 – Oct 2019

Brand activation and campaigns for Johnson & Johnson and RB sub-brands, Loreal, Tresame. Also worked across theatrical and entertainment for Paramount, Universal, and Sony, creating immersive retail and launch campaigns UK & global.

## Lick Creative

Designer | May 2010 – May 2014

Developed retail marketing campaigns for FMCG and lifestyle brands.

## Clark Stephen Ltd

Designer | Mar 2009 – Dec 2009

## Hixsville

Junior Designer | May 2008 – Mar 2009

## Education

Middlesex University, London | MA Graphic Design (Distinction) | 2011 – 2012

UAL: University of the Arts London | Graphic Design Masterclass with Rod Judkins | 2018

Odesa State Economics University, Ukraine | BA (Hons) International Economics and Marketing | 1998 – 2003

Leadership & Management Coaching – Liz Gascoigne | 2023 – Present

One-to-one executive coaching focused on change management, understanding team personas and developing leadership frameworks for creative environments.

## Awards & highlights

**Multiple POPAI Awards, including Gold for Concept & Theatre.**

Directed FERRO **rebrand**, elevating market positioning and visual language.

Secured and led national campaigns for brands including Ted Baker, Champneys, E45, Boots.

Introduced **AI-powered tools** that boosted creative throughput and idea quality.

Advocated for **sustainable materials** and modular display systems across clients.

Built a collaborative, learning-driven creative culture through cross-team mentorship.

## Likes

**Typography** that talks back

**White space** to breath

**Consistency** with a story

**Colour** with courage

**Meaningful touches**

## Dislikes

**Comic Sans**

**Borderless Edges**

**Vague Briefs**

**Pretentious Design**

**Big Ego**

