

SERGÉY



ULYANOV

SELECTED PORTFOLIO

STRATEGY · CREATIVE · PRODUCTION

CREATIVE WORTH WATCHING

Creative lead / Ideas into working systems

Campaigns · motion · entertainment · applied AI



Coca-Cola



SONY MUSIC



SOCIÉTÉ
GÉNÉRALE

BASF

We create chemistry

SELECTED CLIENTS, PROJECT CONTEXTS AND COLLABORATIONS / DETAILS IN THE CASES



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MCDONALD'S

MCHAPPY DAY

PROBLEM

Turn a seasonal giving campaign into a clear action across paid social and the website.

ROLE & PROCESS

Created the concept and messaging across paid social, website and CRM.

RESULT

200K registrations, \$230K+ donations and +20% YoY social audience.

Selected creative



Outdoor / campaign key visual



Mobile / character builder



YouTube / animation



Instagram Stories

MCHAPPY DAY / CAMPAIGN HERO

ORIGINAL CAMPAIGN / PORTFOLIO FORMAT ADAPTATIONS



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MCDONALD'S

CAMPAIGN GALLERY

PROBLEM

Keep product launches distinct while producing creative at volume.

ROLE & PROCESS

Directed scripts, banners, social copy and voiceovers across ongoing campaigns.

RESULT

Up to three concurrent campaigns in peak weeks, adapted across placements.

Selected creative



Social / product messages



Chicken / outdoor campaign



Packaging / gift activation



Restaurant / launch concept

SOCIAL / MOBILE CAMPAIGN PRESENTATION

ORIGINAL CAMPAIGN IDEAS / ENGLISH PORTFOLIO ADAPTATIONS



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VOLKSWAGEN / LEO BURNETT

WOW! TIGUAN

PROBLEM

Keep a localized campaign recognizable across outdoor, TV and digital.

ROLE & PROCESS

Led a creative pod and three production houses, developing localized copy and production toolkits.

RESULT

A coordinated campaign across TV, digital, outdoor and social.

Selected creative



Outdoor / campaign hero



Print / editorial adaptation



Film / human-moment study



Digital / journey study



WOW! TIGUAN / ORIGINAL OUTDOOR CREATIVE

ORIGINAL OUTDOOR / NEW PRINT, FILM AND DIGITAL STUDIES



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COCA-COLA / FANTA

TASTE THIS WINTER

PROBLEM

Make product, motion and campaign copy read clearly in a short video.

ROLE & PROCESS

Created the concept and script. Directed pacing, product reveal and the final brand message.

REVIEW NOTE

Review: land the reveal on a music accent and hold the final message for four seconds.

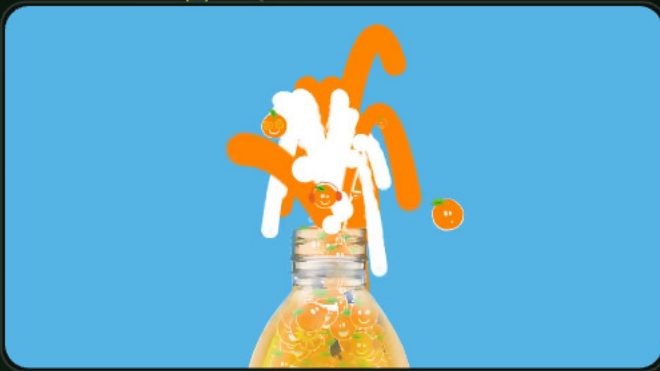
Proposed CTV edit / 15s



00-02s / Product cue



02-07s / Build the world



07-11s / Product reveal



11-15s / Brand hold



FANTA / ENGLISH END-FRAME MONITOR ADAPTATION

ORIGINAL FILM FRAMES / PROPOSED 15S CTV EDIT STUDY

KEY ART.
DISTINCT DIRECTIONS.

PROBLEM

Find a distinctive visual idea for SCREAM 7 while keeping the tension immediate.

ROLE & PROCESS

Developed poster concepts and reusable Figma image/type elements. Reviewed impact and legibility.

RESULT

“IN PROGRESS” selected for the Complex LA exhibition.



Key art / visual exploration

ORIGINAL POSTER CONCEPTS / FIRST CONCEPT FEATURED



Featured / Cloud Ghostface



Exhibition / IN PROGRESS



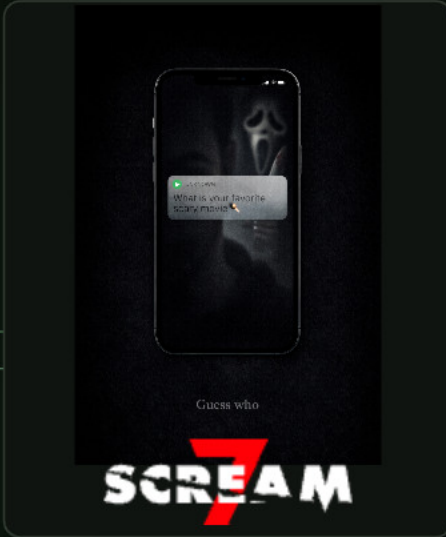
Visual tension



Who's watching now?



Falling into fear



Unknown caller



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UNIVERSAL / INTERSCOPE

FAN FEEDBACK. 20 VERSIONS.

PROBLEM

Fans wanted fresh photo-session imagery beyond the original 2005 album sleeve.

ROLE & PROCESS

Developed 20 cover alternatives, comparing photography, image treatment and composition.

RESULT

A new anniversary cover selected and developed into a vinyl packaging concept.

Selected creative



Selected / cover and vinyl



Alternative / photography



Alternative / composition



Alternative / image treatment



SELECTED ANNIVERSARY COVER / VINYL PACKAGING CONCEPT

NOSTALGAI RECORDZ / INDEPENDENT ANNIVERSARY RELEASE CONCEPT



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SONY MUSIC / ARTIST RELEASES

RELEASES AT SCALE

PROBLEM

Keep many artist releases distinct while coordinating a continuous release calendar.

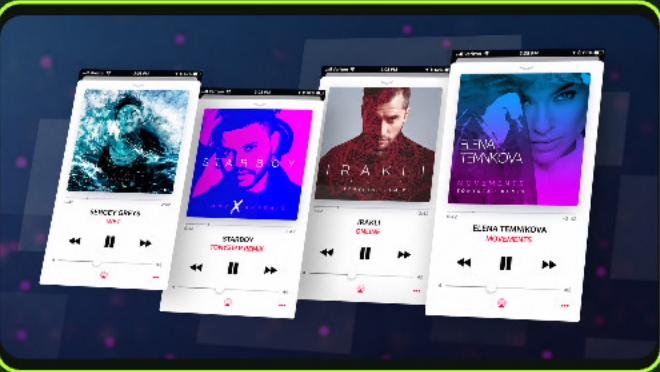
ROLE & PROCESS

Created release concepts, cover art and PR across music, TV and live entertainment.

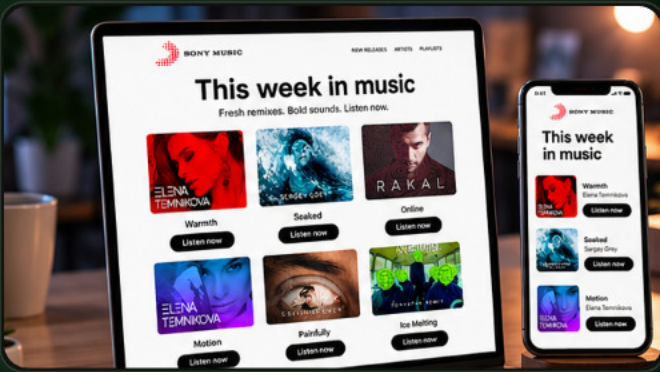
RESULT

500+ release and content assets across music projects. Related releases reached 100M+ streams.

Selected creative



Original artwork / release catalogue



Email / release discovery



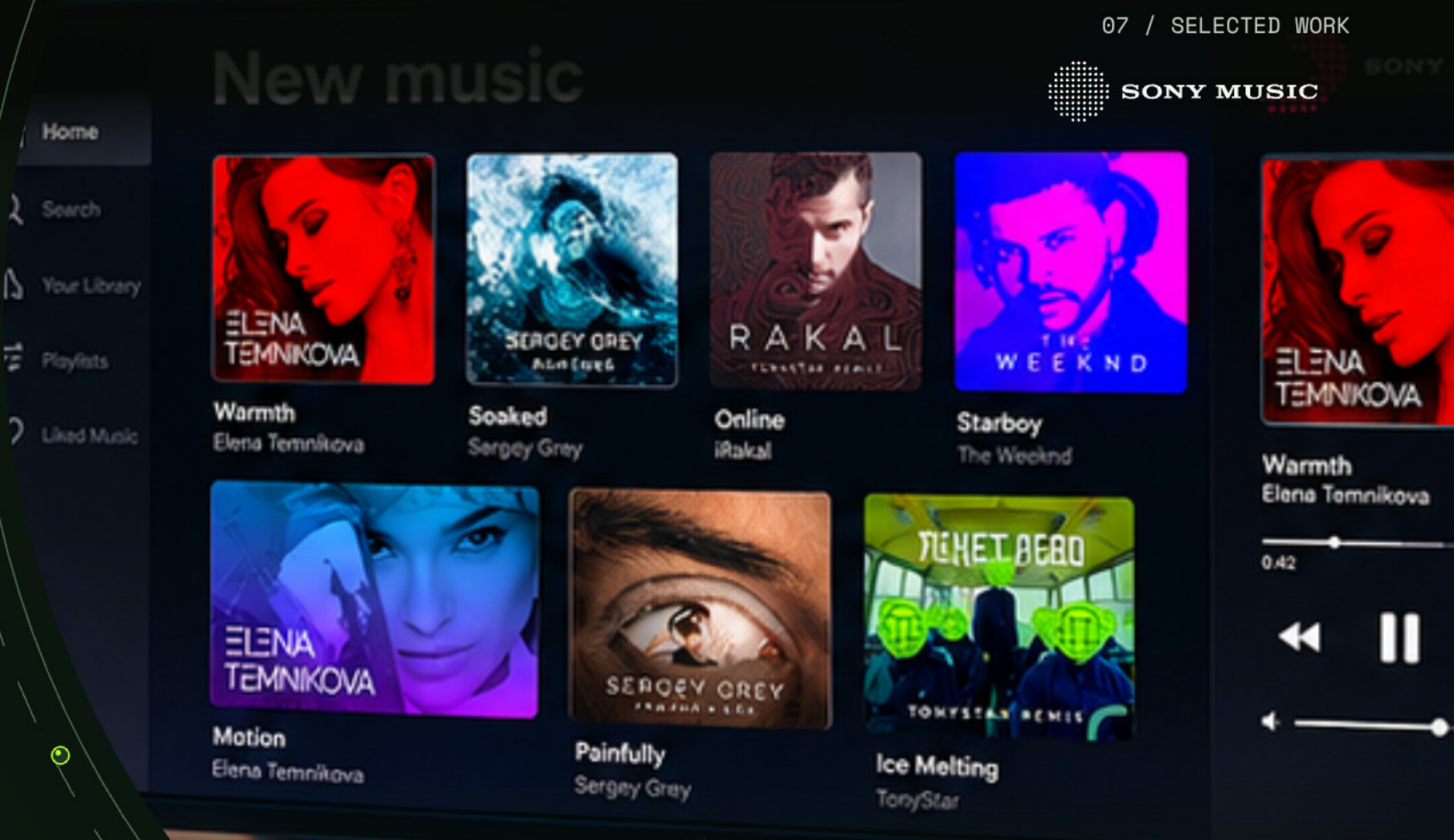
Streaming / artist catalogue



Merchandise / identity extension

MULTIPLE-ARTIST RELEASE CATALOGUE

ORIGINAL ARTWORK / EMAIL, STREAMING AND MERCHANDISE CONCEPTS





UNILEVER

ONE STORY. THREE LIVES.

PROBLEM

Build an audience for a music story that could live beyond a brand campaign.

ROLE & PROCESS

Led promotional concepts, trailers, key art and PR as the material moved between formats.

RESULT

Unilever digital campaign → short film presented in Cannes → “Music Without Make-Up” episode.

Selected creative



Unilever / Together Apart



Cannes / screening visualization



Series / Music Without Make-Up



Launch / media and premiere PR



TOGETHER APART / ENGLISH UNILEVER FILM-POSTER ADAPTATION

BRAND CAMPAIGN → FILM → SERIES / ADAPTED ARCHIVE & SCREENING STUDY



MAGEWORX / SHOPIFY PLATFORM

COMMERCE CREATIVE

PROBLEM

Explain commerce-app benefits quickly while keeping a coherent brand system.

ROLE & PROCESS

Created product copy, social concepts and reusable layouts across app features and offers.

RESULT

A series of distinct feature-led advertisements, with a scalable commerce presentation.

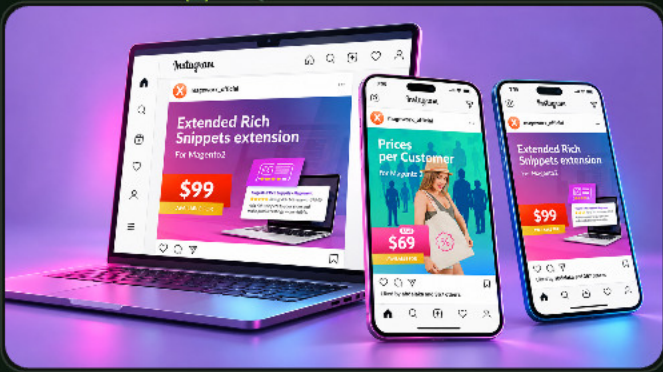
Selected creative



Original ads / campaign-card mockup



Components / reusable layout study



Variations / campaign format study



Landing / commerce experience study



MAGEWORX / CAMPAIGN-WALL VISUALIZATION IN LILAC BRAND PALETTE

ORIGINAL SOCIAL ADS / COMPONENT, FORMAT AND LANDING STUDIES



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CAL POLY DXHUB × AWS

EHS MENTOR

PROBLEM

Connect safety documents to the training people need to complete.

ROLE & PROCESS

Developed an EHS workflow prototype in Python; explored Amazon Bedrock at concept level.

RESULT

Document processing, assignment tracking and self-service utilities in one working prototype.

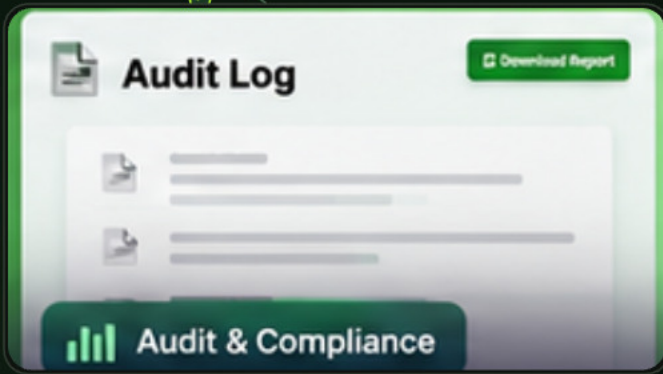
Selected creative



Platform / dashboard and devices



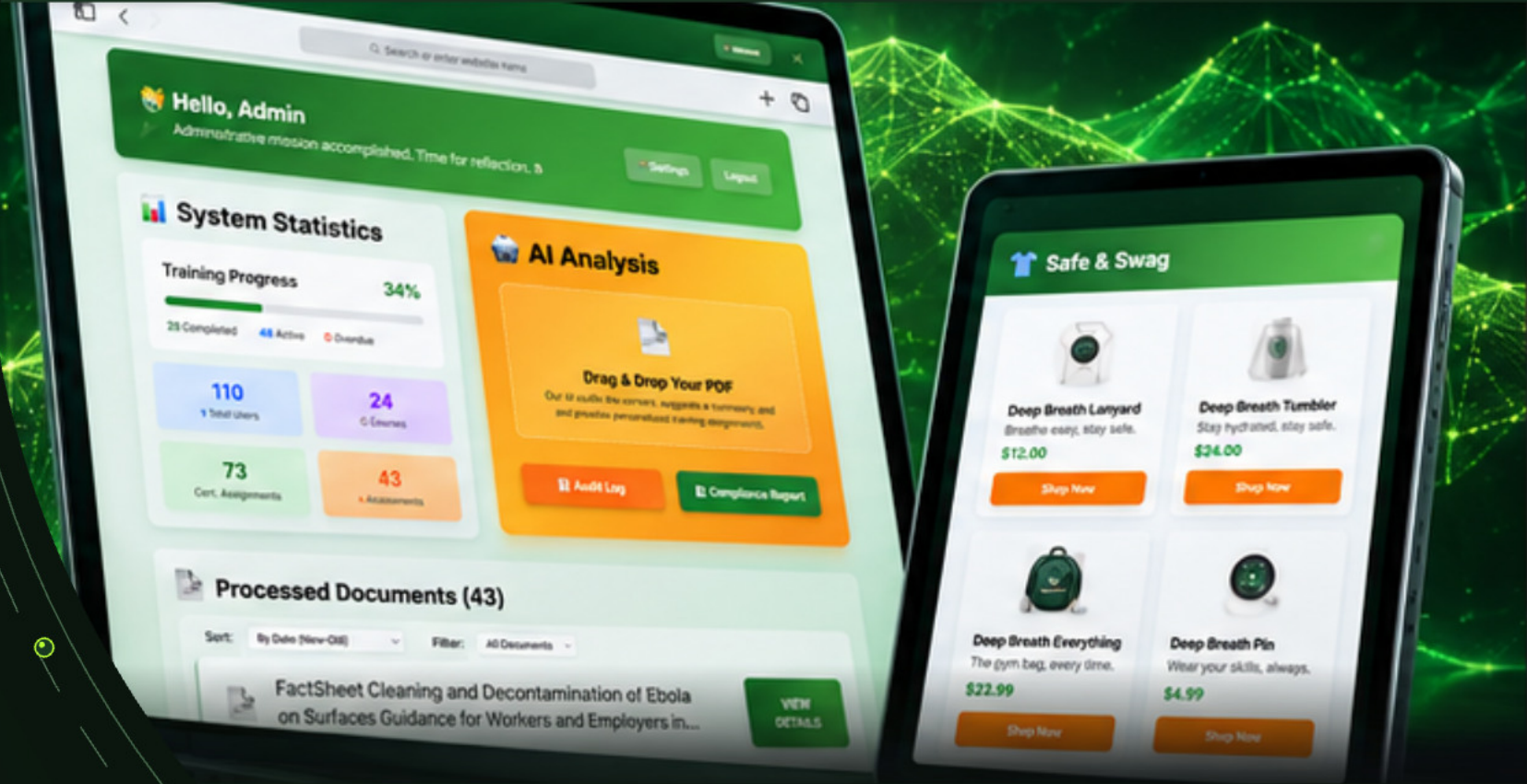
AI / document-to-training workflow



Audit / progress and compliance



Self-service / merchandise concept



EHS MENTOR / SUPPLIED LAPTOP AND TABLET VISUALIZATION

WORKING PROTOTYPE / SUPPLIED CREATIVE FEATURE VISUALIZATIONS



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SOCIÉTÉ GÉNÉRALE

PRINT & ART DIRECTION

PROBLEM

Make bank products clear within a consistent visual identity.

ROLE & PROCESS

Created advertising concepts and product messages.
Art-directed photography and print materials.

RESULT

A coordinated system across brochures, editorial advertising and retail communications.



 SOCIÉTÉ GÉNÉRALE

Print / selected formats

ORIGINAL PHOTOGRAPHY AND CONCEPTS / ENGLISH ADAPTATION



Hero / brochure campaign



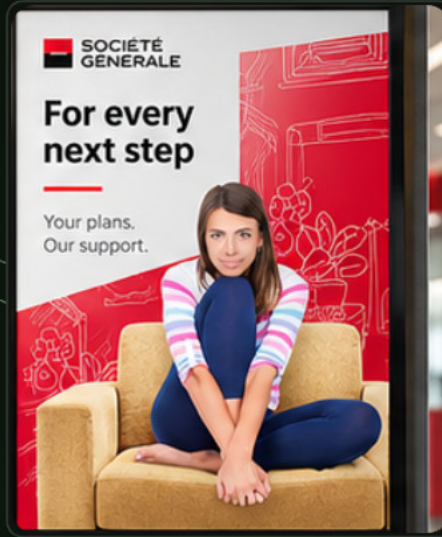
Business / brochure cover



Travel / campaign poster



Brand / brochure cover



Home / campaign poster



Leaflet / daily banking



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BASF / FRANDESA

THE BATTLE FOR THE HARVEST

PROBLEM

Turn a technical crop-protection story into an engaging corporate film.

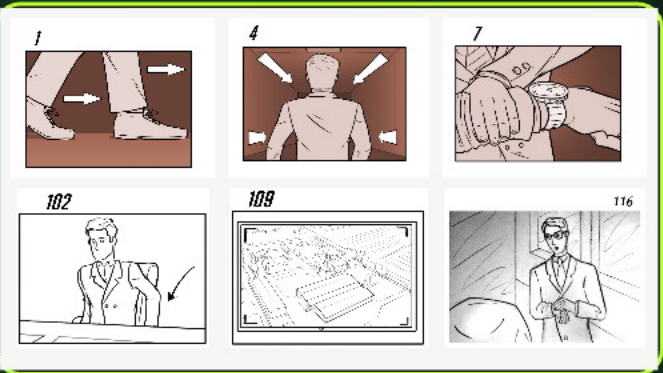
ROLE & PROCESS

Developed the script, planned shots and selected actors and production partners.

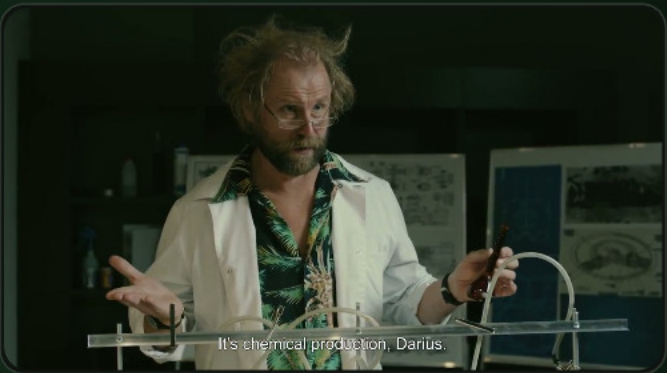
RESULT

A 14-minute corporate spy film with English subtitles.
HR Brand partner prize / team project.

Selected creative



Storyboard / original shot planning



Character / laboratory scene



Location / production at night



Dialogue / another character



FRANDESA FILM / TITLE-FREE COVER ADAPTATION

TITLE-FREE COVER ADAPTATION / ORIGINAL FILM AND STORYBOARD



CREATIVITY WITH PURPOSE





RECOGNITION, ACROSS THE WORK

CREATIVE · FILM · TECHNOLOGY

Recognition follows the work — from advertising and film to exhibition art and applied AI.



COMPLEX

ART COMPETITION

SCREAM 7 art competition winner /
selected for the Complex LA
exhibition.

WHITE SQUARE

ADVERTISING FESTIVAL

Award for Alfa-Bank corporate
calendar

HR BRAND

CORPORATE FILM

Silver Screen special partner prize /
team project

CAL POLY × AWS

COMPETITIVE PROGRAM

Selected for 100 places from nearly
1,300 applicants



“I am blown away at how fast you put this together! Great job!”

CHARLES KRAMER, ACE
Editor & Producer / 2× Emmy nominee

[IMDb ↗](#)

“...our greatest challenge in placing him is convincing employers he won’t be poached by a competitor.”

LISA INSANA
Executive in Charge of Production / Codega Media



[IMDb ↗](#)

SERGÉY



ULYANOV

CONTACT

SEE YOU IN THERE

Let's make the next thing worth watching.

Creative lead / Growth marketing

ulyanoow@gmail.com

Los Angeles / (310) 713-7738

[LinkedIn / charaunic](#)