



TIHOMIR ZLATEV

Art direction.
A graphic eye.
A cinematic instinct.

Senior Art Director / Sofia, Bulgaria



SELECTED WORK

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Selected work

A SHORT INTRODUCTION TO A WIDER PRACTICE

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Brand design, campaigns and photography. Film work spans direction, cinematography, editing and colour.

Tech Soirée

ART DIRECTION / EVENT VISUALS



Classical sculpture, digital fragments and vivid typography. Two visual directions for a technology event.

Last Friday / Summer

CAMPAIGN SERIES



Playful objects, summer rituals and visual metaphors for a recurring social occasion.

Last Friday / Seasons

CAMPAIGN SERIES



A changing graphic language, from bold seasonal typography to light, glass and atmosphere.

Christmas, with character

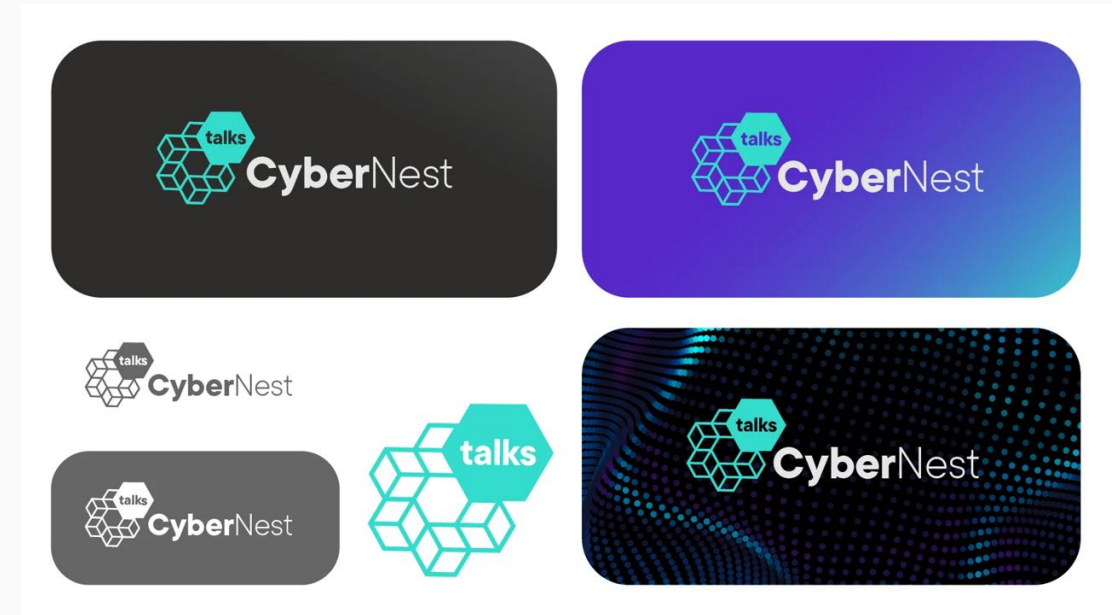
CARDS / SEASONAL COMMUNICATIONS



The brand mark becomes an object: amber, candy and miniature winter worlds, alongside graphic cards.

Marks & identities

IDENTITY / SELECTED EXPLORATIONS



MIRA, CyberNest Talks, Work in Good Company and Life at TBS. Selected identities and explorations.

Divak Sunglasses

ADVERTISING PHOTOGRAPHY



Sun, saturated colour and a red convertible. Character and composition lead the story.

Divak / Faces & reflections

ADVERTISING PHOTOGRAPHY



A closer look at people, light, reflections and the product.

Home2U

CHARACTER-LED PHOTOGRAPHY



Six scenes linked by a shared setting, expressive characters and visual humour.

Join the Game

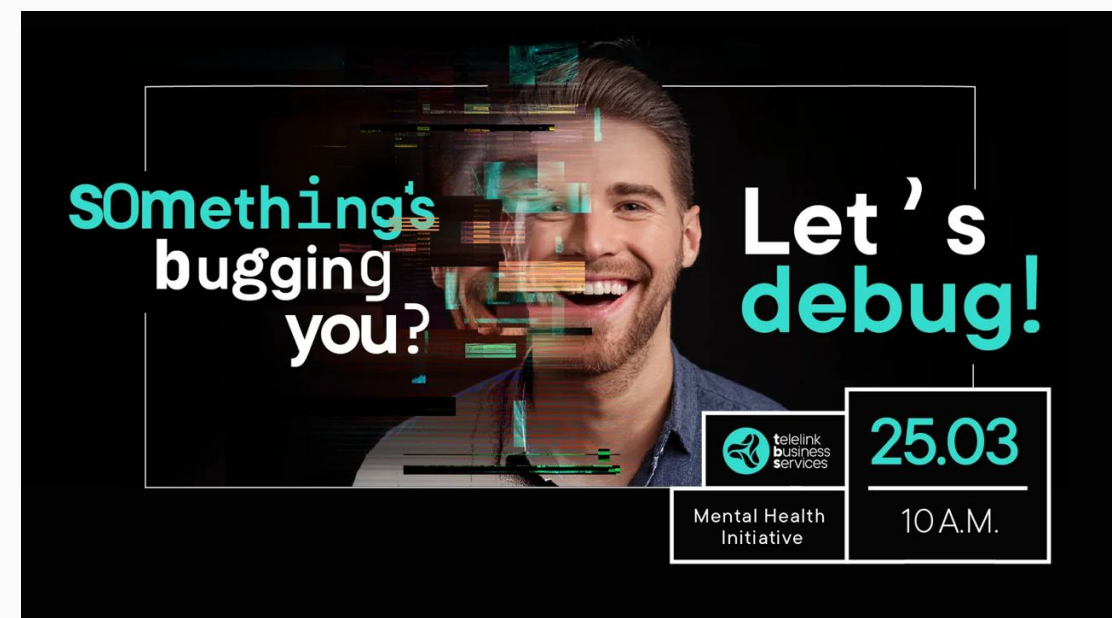
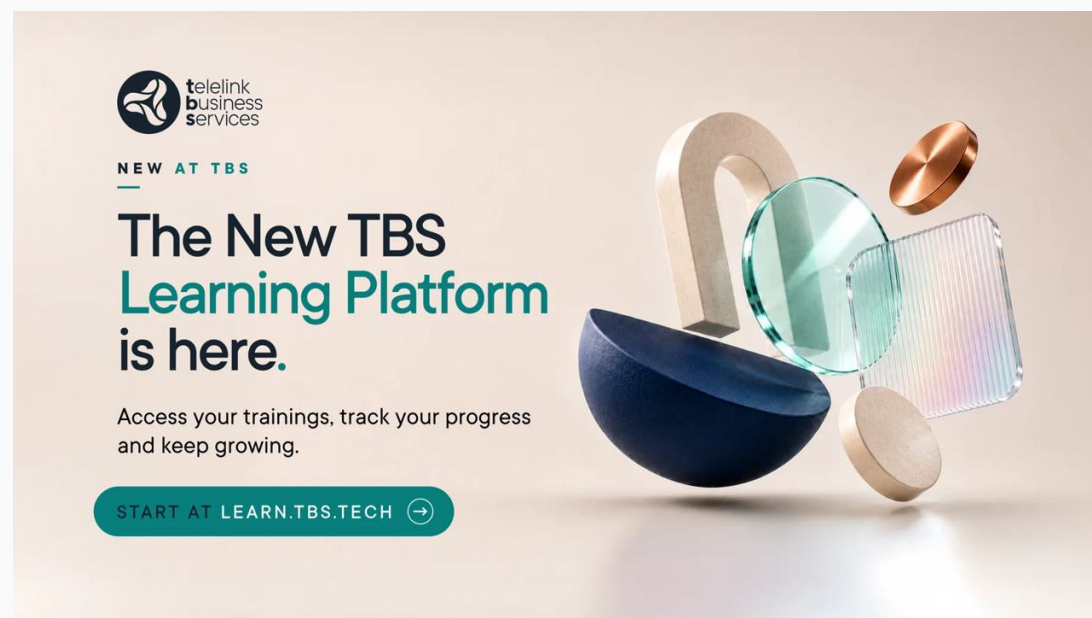
SPORT / CAMPAIGN VISUALS



A graphic language for participation, from table football and tennis to running.

Ideas into images

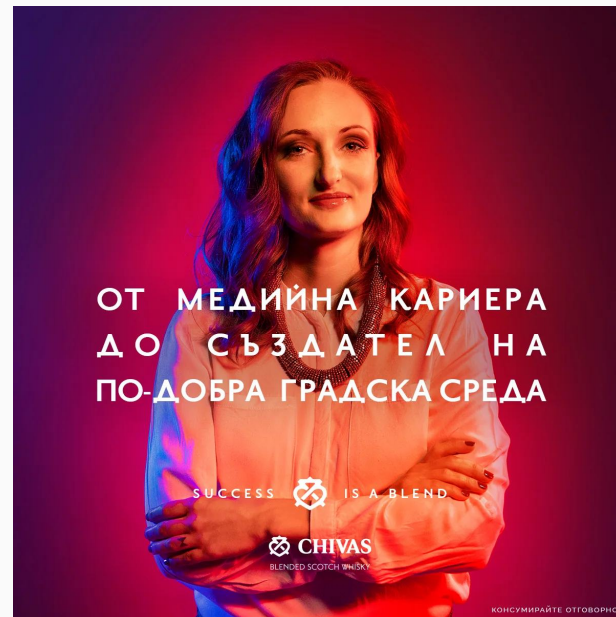
SELECTED VISUAL CONCEPTS



Code Red, Green Talks, Learning Platform and Let's debug. Different briefs, each led by a visual idea.

People, in a different light

PORTRAIT PHOTOGRAPHY



Chivas, architectural portraits, Brandworks Crew, black-and-white studies and a seaside series.

Objects & appetite

PRODUCT / FOOD PHOTOGRAPHY



Light, material and texture across product and food photography.

Decathlon / Box Office

ADVERTISING PHOTOGRAPHY



Office characters and boxing gloves: a shared visual concept expressed through individual portraits.



Tihomir "Tisho" Zlatev

SENIOR ART DIRECTOR / SOFIA, BULGARIA

I work across brand design, campaign imagery, photography and film, connecting a graphic eye with a feel for light, character and storytelling.

Experience across agency and in-house roles since 2008. My practice includes art direction, visual design, photography, film production and generative AI workflows.

LET'S TALK

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EXPERIENCE

2023-present	Telelink Business Services Lead Graphic Designer
2021-2023	Red Lion Creative Director
2017-2020	Saatchi & Saatchi In-house Creative Lead - Photography & Videography; Assistant Producer
2012-2017	Publicis Sofia Senior Art Director & Creative Lead
2010-2011	Lowe Swing Art Director
2008-2010	Leo Burnett Sofia Art Director
2008	New Moment New Ideas Graphic Designer