

Mariam Gojiashvili

Senior Art Director

Brand Identity & Strategy · Creative Direction · Digital Product Design

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PROFILE

Senior Art Director with 8+ years across branding, art direction and UI/UX design — 3.5 years leading creative work at Munich brand agency Medienstürmer, most recently building the brand and go-to-market design of a healthcare software ecosystem. Specialised in brand architecture and visual identity systems for healthcare, enterprise IT and public-sector clients: EU industry associations, City of Munich platforms and multi-department private clinics — from logo and brand guidelines through to multi-entity website implementation. Experienced in leading design teams, C-level presentations and new-business pitches; fluent in Figma-based design systems and AI-assisted creative workflows.

EXPERIENCE

Chief Brand & Marketing Officer · Medea Holdings

Hybrid (GE / DE / Remote) · Jan 2025 – Jul 2026

Healthcare ecosystem — four practice-management software products and a consumer app on one shared platform core, with five product websites across medical, veterinary, aesthetic, dental and pet care.

- Owned brand architecture and visual identity across the ecosystem — one design system with per-product brand identities covering applications and websites, maintained in Figma.
- Owned the design of the ecosystem's five product websites — Georgian-first, trilingual (KA · EN · RU) and conversion-focused: MedX (medx.ge), VetX (vetx.ge), CosmetX (cosmetx.ge), DentX (dentx.ge) and PetX (petx.ge).
- Designed and shipped all social media content across Facebook and Instagram for three product brands — content strategy, template system, visual production and publishing.
- Go-to-market campaigns contributed to 85 organisations in daily test-phase use across the ecosystem: 33 medical clinics, 15 veterinary practices and 37 beauty salons.

Senior Art Director · Medienstürmer GbR

Munich · Aug 2021 – Dec 2024

Brand & communications agency, creative department ("Kreation").

- Led strategy and creative direction for 15+ simultaneous client accounts — 60+ clients across tenure in healthcare, enterprise IT and the public sector — owning the full creative lifecycle from research and concept to delivered brand guidelines, design systems and production-ready assets.
- Managed and mentored a six-person design team — 2 Junior Art Directors, 2 Senior Brand Designers, 1 Senior UX/UI Designer and 1 Junior UX/UI Designer — plus external freelancers; introduced QA checkpoints and Figma component libraries that reduced revision cycles and raised consistency across accounts.
- Presented brand strategy and creative concepts directly to C-level stakeholders; led creative on new-business pitches that won contracts across healthcare, SaaS and government verticals.
- Developed cross-media design and campaign concepts spanning print, digital and motion; introduced AI-assisted workflows to accelerate concept and production phases.

KEY PROJECTS

- **Eurovent** — EU HVACR industry association (~€30bn member turnover) · Full rebrand: logo, brand guidelines, imagery direction and websites across 5 international entities (association, Market Intelligence, Middle East, India, Leadership Academy).
- **MCLINIC** — premium interdisciplinary private clinic, Munich · Modular 5-sub-brand identity system (MCLINIC · MFACE · MHAND · MFORM · MHEAD) and 5 bilingual DE/EN websites — premium positioning for patient and physician audiences under German healthcare-advertising regulation.
- **Make it in Munich** — official City of Munich platform, EU AMIF-funded · Visual identity and digital platform for Munich's international-talent initiative, serving a multilingual audience across institutional partners.
- **InterFace AG** — Munich IT consultancy, est. 1980, 140 employees · Brand modernisation of a 40-year legacy identity into a contemporary system covering web, corporate communications and employer brand.
- **SmartPraxis** — German digital-health platform · Brand identity and website for a consumer health platform with digital anamnesis — clarity and trust for a general patient audience.

Graphic & UI/UX Designer · Konrad Media Gruppe

Neusäß · 2020 – 2021

- Digital advertising and product visuals: web and app graphics, HTML5 banners, editorial layouts and client-oriented design solutions.

Communication Designer · Klassik Radio

Augsburg · 2019 – 2020

- Corporate-design redesign, client presentations and social-media style guides; digital marketing content for web and social platforms.

Graphic Designer · Guter Punkt

Munich · 2018 – 2019

- Contributed to art direction and design realisation across print and digital for multiple platforms.

CORE COMPETENCIES

Brand	Brand strategy & architecture · Visual identity systems · Brand guidelines · Creative & art direction · Cross-media campaign concepts (print, digital, motion)
Design	UI/UX & digital product design · Design systems · Editorial & packaging · Motion design & HTML5 advertising · Social media design
Leadership	Team leadership, mentoring & QA · C-level stakeholder presentations · New-business pitches · Cross-functional collaboration (dev, PM, account)
Tools	Figma & Figma Make (component libraries) · Adobe Creative Suite · Lovable · Claude & Claude Design · HTML/CSS · Jira · Slack

EDUCATION

B.A. Communication Design · Augsburg University of Applied Sciences	2017 – 2020
M.A. Digital Design · Tbilisi State Academy of Arts	2011 – 2013
B.A. Digital Design · Tbilisi State Academy of Arts	2007 – 2011

LANGUAGES

Georgian · Native **German** · Fluent (C1) **English** · Professional (B2+)