

lifebook





About Agency

Hello and Welcome!!

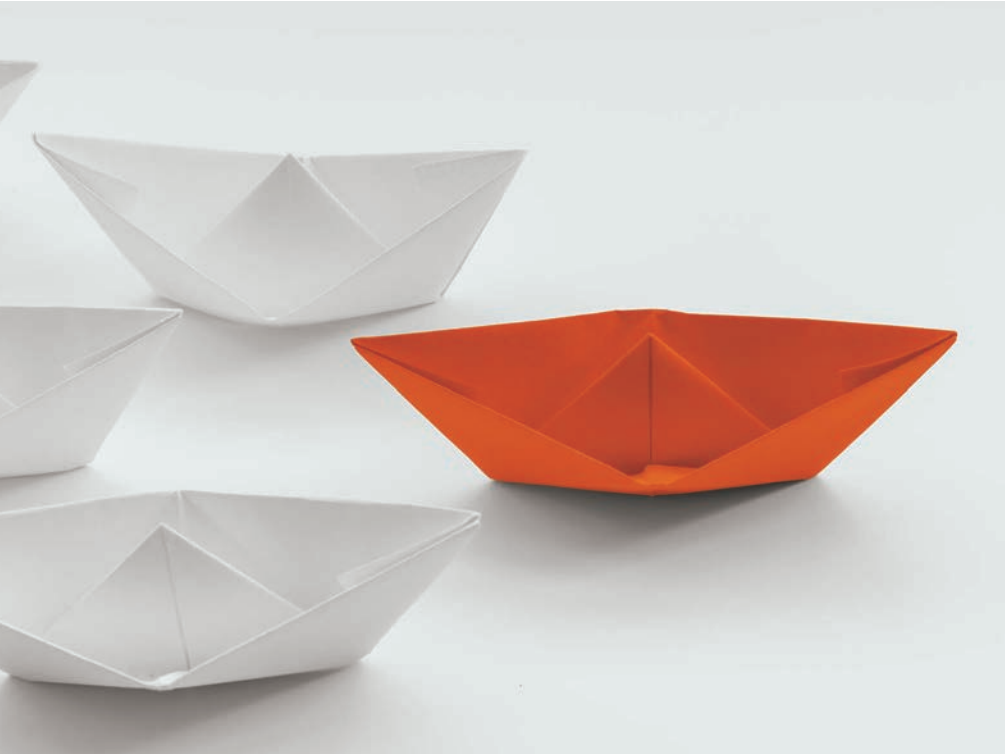
We are **Ad Power Creative**, a design agency with 15 years of experience in graphic design, advertising layouts, creative concepts, and 2D animation. Working seamlessly across Central European Time and Eastern Standard Time, we consistently deliver exceptional designs tailored to our clients' needs.

Our core expertise includes:

- Creative concepts: 300+ projects
- Product and print design: 5000+ projects
- Graphic design and social media: 3000+ projects
- Advertising animation: 100+ projects

Armed with creative insight, a wealth of experience, and a decade and a half of expertise, we're committed to bringing your vision to life with impactful graphic design.

Thank you for considering us.
Please, see our portfolio, and let's talk!



Main services



Creative concepts

key visuals for your campaigns, brochures, flyers, posters for your products



Print Design

graphics for websites, social media, digital advertising



Advertising Collateral

banners, billboards, and other promotional materials



Publication Design

layouts for magazines, newsletters, and other publications



Our clients

nokian[®]
TYRES



فكر
FIKER
INSTITUTE



EU4PFM
EU Public Finance Management
Support Programme for Ukraine



Gardyn 



KINSTELLAR



BASF
We create chemistry



KNAUFINSULATION

BREVANT
seeds

Smile more with Dentsply Sirona

Description

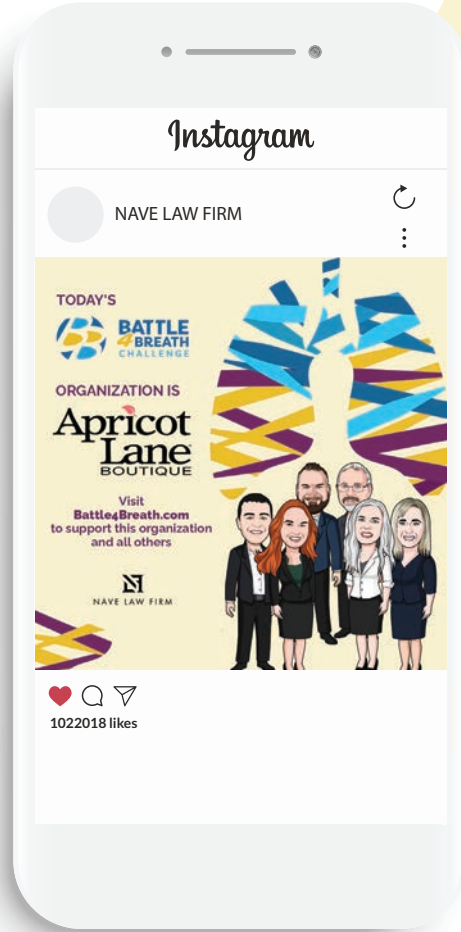
The B2B medical services sector is one of the most competitive industries, requiring advertising materials that are bold, memorable, and easy to digest. To capture the audience's attention, content must be both engaging and informative. The world's leading manufacturer of professional dental products and technologies is no exception to this need



This is not a place for fear;
it's a place for hope

Description

Imagine the simple act of breathing becoming a daily struggle, a constant battle against an invisible enemy. We're grateful for the opportunity to support the pulmonary fibrosis community by creating a social media campaign to raise awareness and inspire hope



A+ languages skills

Description

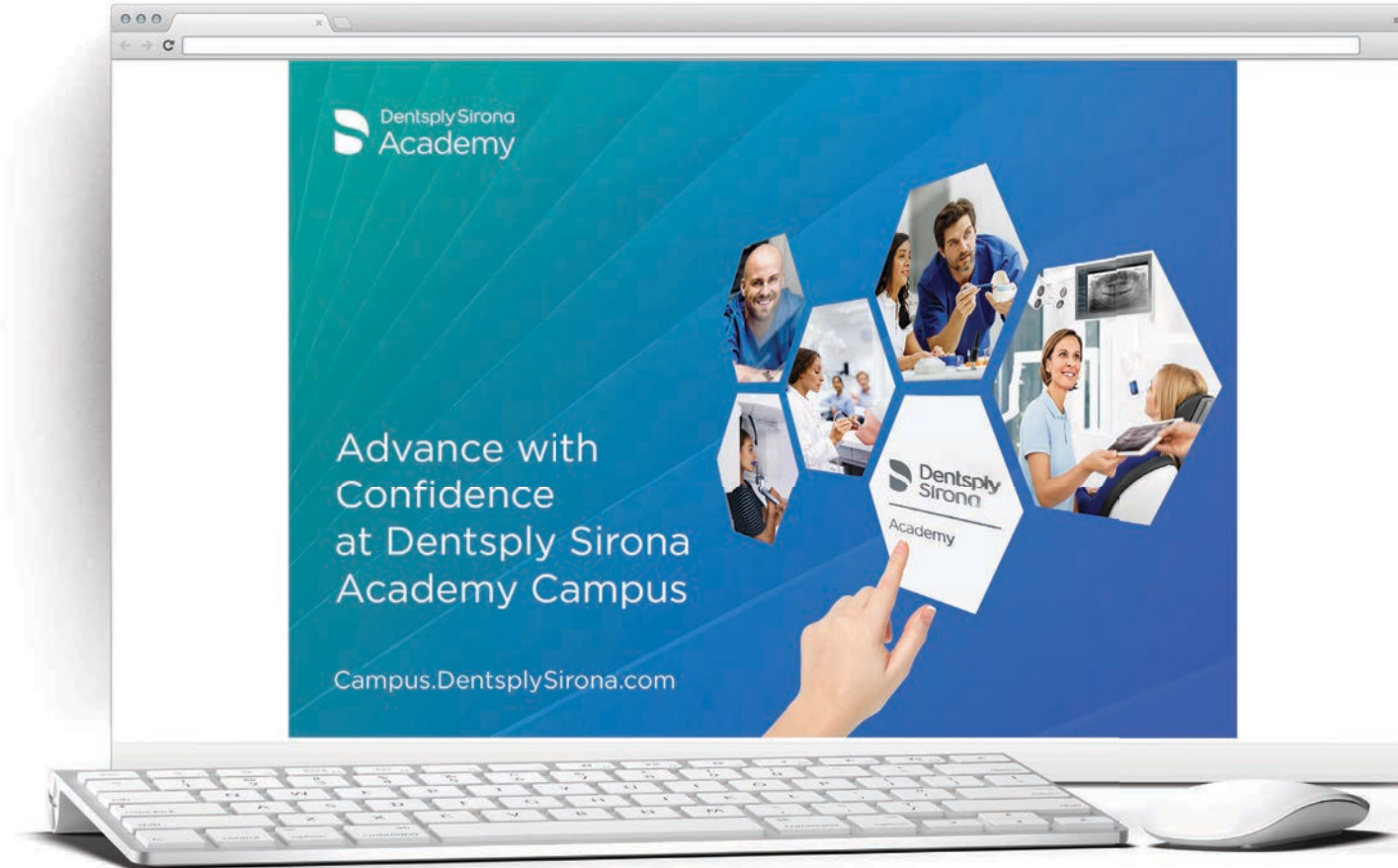
Creating advertising for language professionals, whether in print or online, is a unique pleasure. It's a world of ideas, diverse languages, and top-notch translations that connect people across the globe



Creating a key visual
for the Academy

Description

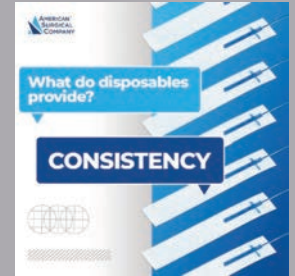
Professionalism is rooted in continuous learning, especially for doctors. Partnering with the Dentsply Sirona team, we established a comprehensive training academy and created a striking visual identity to support it



Post Template Development for American Surgical Company

Description

Can doctors be creative? Absolutely! But is it worth their time? That's where we come in. We specialize in crafting both stylistic and strategic solutions for social media, blending creativity with purpose. It's what we love to do – and what we do best!



Gardyn in every house,
school and office!

Description

Want to reduce stress and make your space feel cozier, all with minimal effort? Gardyn can help you do just that, bringing warmth and relaxation to any room. And we're proud to create inspired, effective solutions for them!



Gardyn
Gardyn Home 4.0

MAKING HEALTHY FOOD THE DEFAULT OPTION

EARN A NEW GARDYN HOME KIT

SMALL SPACE, BIG HARVESTS
Vertically grow up to 30 large plants in only 2 square feet with Gardyn's award-winning indoor hydroponic garden.

NO GREEN THUMB REQUIRED
An indoor garden that's always cared for by our smart assistant Kelly, even when you're on vacation.

ZERO PESTICIDES AND ZERO WASTE
Grow more while using less, with zero pesticides and 99% less water than traditional growing methods.

HEALTHY PRODUCE, HEALTHIER HABITS
80% more nutritious than grocery store and always within reach of your hungry family.

JOIN THE AMBASSADOR COMMUNITY  mygardyn.com



Gardyn
AMBASSADOR PROGRAM

Join the Gardyn Ambassador Program
SHOWCASE A GARDYN & EARN \$200 PER SALE

- SIGN UP AND GET A GARDYN FROM US - NO PAYMENTS FOR 90 DAYS.**
It includes all you need to start strong: Gardyn Home 4.0, Welcome Kit, and Initial Membership (Retail price: \$964)
- MAKE \$200 COMMISSION PER DEVICE SOLD WITH YOUR QR CODE.**
The first 4 sales pay for your device, the next ones go to your pocket!
- AFTER 90 DAYS, DEPENDING ON YOUR SALES.**

How to get started:

- Apply by choosing your preferred option
- Get approved and receive your own QR code & discounts
- Showcase a Gardyn at your business and sell to your clientele
- Make extra money with every device sold

You pay Sales: \$100, \$600, \$400, \$200, FREE* (the last one is \$200 per month sale)

AS A GARDYN AMBASSADOR YOU GET:

- Exclusive discounts for your community
- Personalized support for enhanced sales

 SCAN & JOIN



Gardyn

SIGNUP AND GET a free Microgreen kit

SPECIAL EVENT PROMOTION

\$100 value

Offer expires 4/27

SCAN & SIGNUP FOR GARDYN AMBASSADOR PROGRAM

 *Offer valid during time of show. Signup ends when filling out the Stripe pre-authorization form.

Brochure and Infographic Development for Wilhelmsen

Description

Founded in Norway in 1861, Wilhelmsen has a rich legacy in maritime transport. Today, the company faces new challenges in the global marketplace, not just at sea but in effectively presenting itself through compelling printed materials. As competition intensifies, standing out with high-quality brochures and infographics is essential



Prepare for a Low Global-Warming Potential (GWP) future

Discover the latest regulatory updates for perfect climate compliance and the environmental high to GWP-free future.

1687 The Montreal Protocol established to phase out ozone layer depleting HCFCs such as R-12.

2015 The Regulation (EU) 517/2014 replaced the phase out of HCFCs and HFCs with the phase out of HFCs from 2015 to 2020.

2016 In 2016, the COP21 conference adopted the Paris Agreement to limit global warming to 1.5°C above pre-industrial levels.

Future The EU F-Gas Regulation (EU) 2024/1151 will phase out HFCs from 2024 to 2028.

Commitment to the Environment

A crucial aspect of keeping in line with environmental regulations involves maintaining the integrity of the refrigeration system, leaks increase energy consumption – the biggest environmental impact from a refrigeration system. For example, a 10% loss in refrigerant increases energy consumption by up to 20%.

1 Adopt Low GWP Refrigerants
2 Minimize Refrigerant Loss
3 Reduce Indirect Emission

1 Minimize energy consumption by using low GWP refrigerants to be used in systems.
2 Proper installation and maintenance.
3 Leak detection and repair.
4 Lock detection and repair.
5 Ensure system is in Refrigeration Charge.
6 Optimize system.

Refrigerant Loss Detection

Refrigerant loss detection is a critical part of maintaining the integrity of your refrigeration system. It helps you identify and address leaks before they become major issues.

Refrigerant Recovery Package

Refrigerant recovery is a critical part of maintaining the integrity of your refrigeration system. It helps you identify and address leaks before they become major issues.

Updated R-407C Recommended Replacement for Existing R-404A Systems

Refrigerant recovery is a critical part of maintaining the integrity of your refrigeration system. It helps you identify and address leaks before they become major issues.

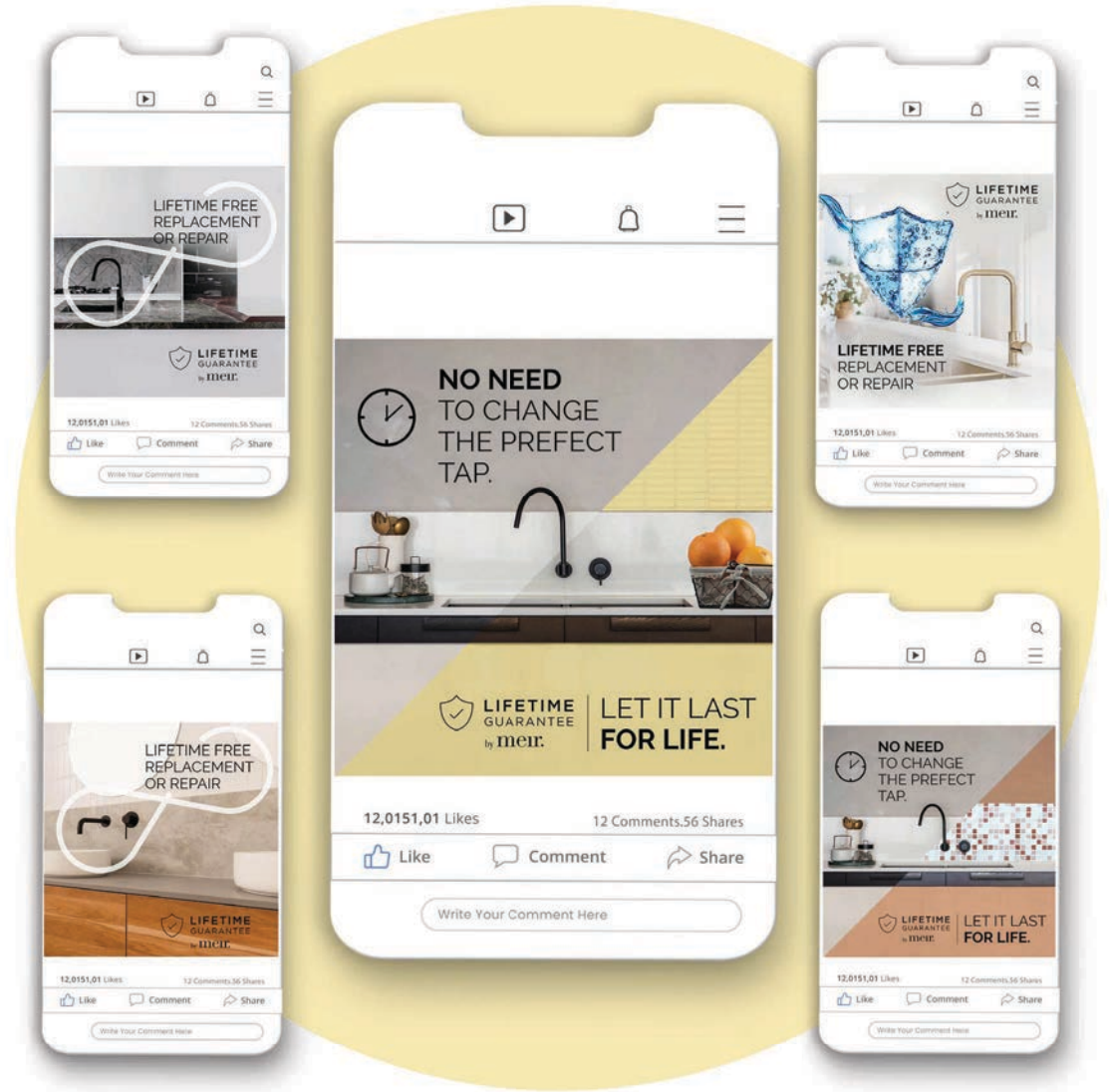
R-404A R-407C Ammonia	R-407C	R-407C R-407C	R-404A R-404A
Phase out (2025 - 2028)	GWP = 1024	Phase out (2025 - 2028)	GWP = 1024 (1024)
Phase out (2025 - 2028)	Recommended for existing R-404A systems (1024 GWP)	Phase out (2025 - 2028)	Recommended for existing R-404A systems (1024 GWP)

Campaign development

Description

Do Meir faucets still come with a lifetime guarantee?

Absolutely! Meir faucets are built to last through all your home renovations. And if they don't, we'll replace them for free!



Title for EMERGENCE

Description

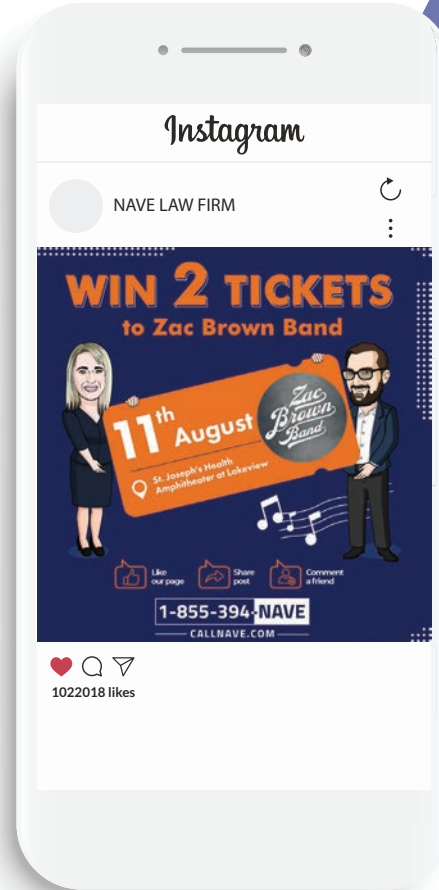
What cover design would you recommend when the leader is striving toward his goal, but the surroundings are so unpredictable and fog-laden that he can't even see his next step?



What are we playing and advertising?
Let's get creative!

Description

Creating engaging social media templates for a U.S. law firm – because who says legal services can't be dynamic? And of course, we can't forget the fun! Stay tuned for exciting raffles and giveaways!



a sentence from the police –
you need DWI TEAM

Description

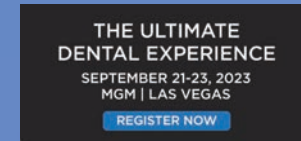
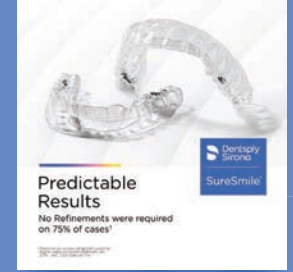
No matter the size of the problem, it deserves a solution. Through social media, we let our audience know there's a dedicated team of professionals ready to help



Medical Ads in social media for Dentsply Sirona

Description

Designing visuals for doctors is both fascinating and challenging. However, it presents an opportunity to create unique visuals and messaging that truly connect with the target audience and customers



Translate and play!

Description

translate - isn't always boring. After all, it can be exciting if you play your favorite game. And creating GIF advertising is always interesting



GAME THE EDGE
IGAMING TRANSLATION IN OVER 40 LANGUAGES

[LEARN MORE](#)

A+ Translations



GAME THE EDGE
IGAMING TRANSLATION IN OVER 40 LANGUAGES

[LEARN MORE](#)

A+ Translations



GAME THE EDGE
IGAMING TRANSLATION IN OVER 40 LANGUAGES

[LEARN MORE](#)

A+ Translations

What is Suzuki to You?

Task Create a campaign for 2 models – Vitara and SX4

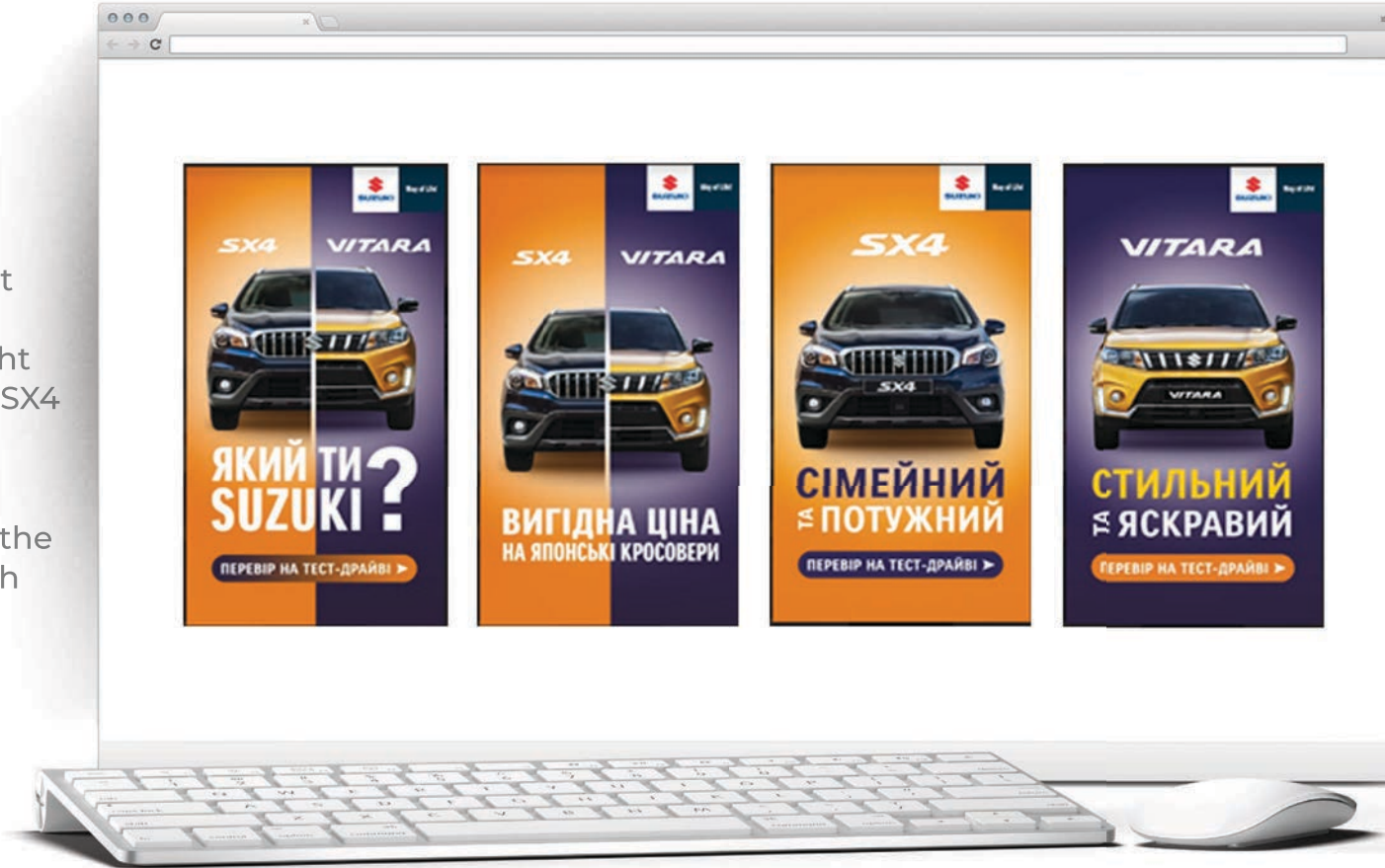
Solution To highlight the benefits of two cars to increase sales and strengthen the image. The idea was to ask the customers - what is SUZUKI for each of us? For one – it is traveling with low consumption of petrol. For others it is a big family car, for the next one – it is a modern and stylish car. All these features can be found in a brand of Suzuki



What is Suzuki to You?

Task Creation and development of a dynamic banner and animated video to highlight the benefits of Vitara and SX4

Solution The idea is based on a key point: equal cars that suit the character and taste of each user



WATCH VIDEO

Creation of a concept for the advertising campaign of the Ukrtelecom service

Task To create a concept for the Ukrtelecom service, highlighting its main components and directions, including the emphasis on user benefits

Solution We offered the concept of a win-win lottery, where everyone can find what they need. Bright colors and animated effects distinguish the banner from other competing products



Creation of the OOH concept for
Nokian Tyres

Task To create an OOH concept for the
Nokian Hakkapeliitta R3 tire

Solution Creating a design, taking into
account the characteristics of
the Nokian Hakkapeliitta R3, with
main emphasis on improving
the readability of the board and
information at different distances



Board design
for BASF

Task To create the idea and style of a promotional series of layouts in 1+1 format

Solution Creation of a visual with bright accents on the product.
Development of call-to-action copywriting and visualization of campaign terms



Designing a photo area for the Jazz Festival in Lviv with an ACC advertising

Task To design the photo area, following the stylistics of the location and the event itself, using the necessary brand elements

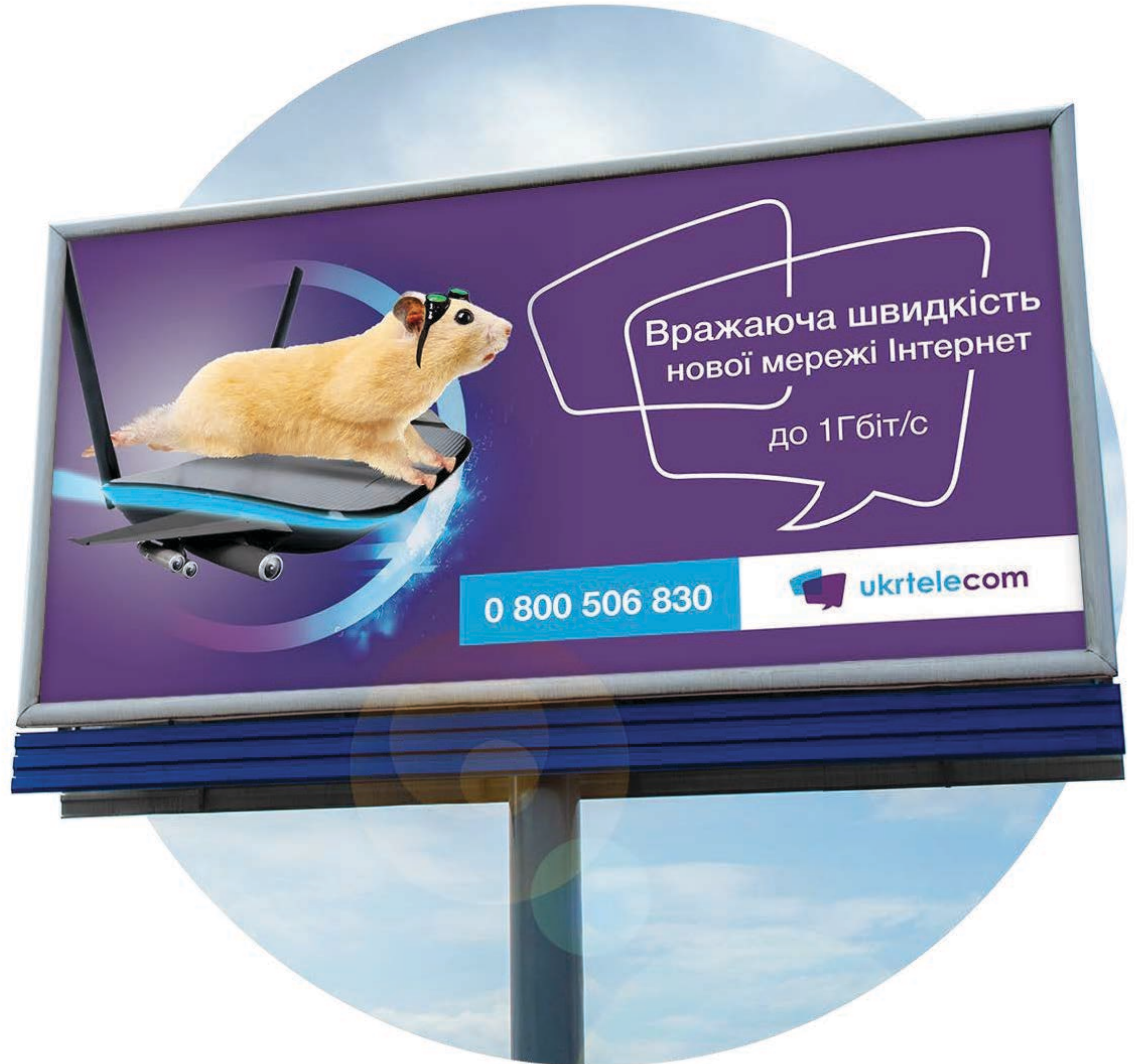
Solution The design decision was to combine a photo of the location of the city of Lviv and a saxophonist appealing to the Jazz Fest. The bright name and logos are highlighted in contrasting colors for better distance reading



Creation of the concept
of a new advertising campaign
for Ukrtelecom

Task To create an advertising campaign
concept for a new network from
Ukrtelecom

Solution To create a mascot for a series of
boards, pre-rolls, and other types of
promotional products, using a non-
standard image. The hamster in this
concept determines the message of
accessibility, visibility, and fun for the
target audience



Adaptation of an international advertising campaign for GAP

Task To adapt the international advertising campaign of the most powerful clothing retailer in the United States for the Ukrainian market

Solution Adaptation of the campaign to the needs of Ukrainian consumers, adhering to the basic requirements of the customer company. Creating bright solutions with subsequent placement in the print media and for the OOH



Creation and development of an animated video for BASF

Task To create and develop an animated video to advertise the Pulsar Flex product

Solution Development of an idea with text storyboarding, storyboard design, animation, and voice acting for the video

[WATCH VIDEO](#)



Creation and development of an animated video for BASF

Task To create and develop an animated video for the financial program with Aval bank

Solution Script development, ideas, storyboards, and animation with music and voice acting

WATCH VIDEO



Creation of an animation video for FitConstructor

Task To create an idea, storyboard, animation video, and voiceover with music for a fitness company board meeting

[WATCH VIDEO](#)



Development of a creative idea, design, and adaptation to dynamic banner formats for Suzuki

Task To create and develop a dynamic banner that would reflect the main characteristics of the updated Suzuki Jimny car model

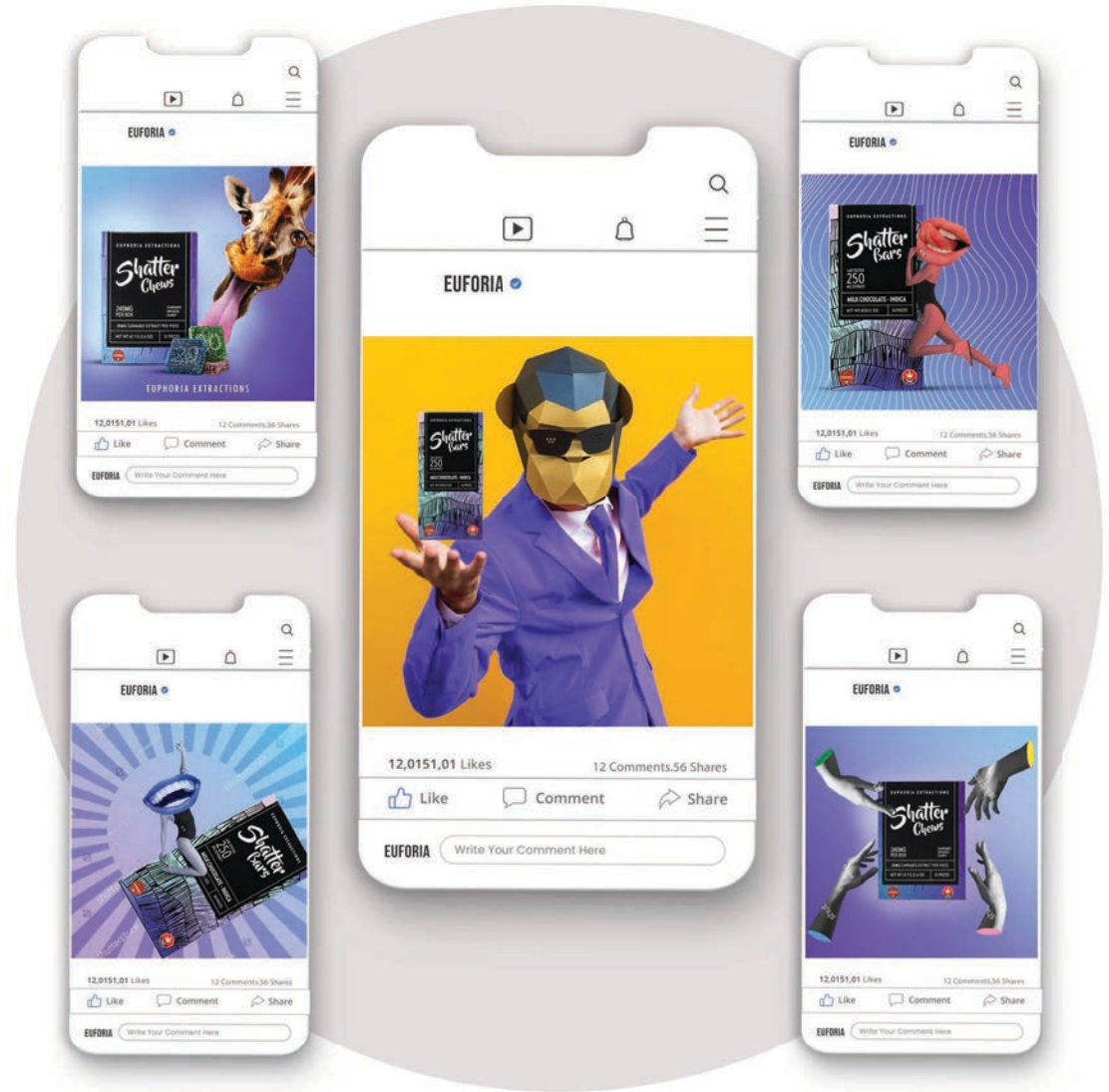
Solution To show characteristics through travel in different conditions. Compact for the metropolis, convenient and safe on the road



Creating a social media campaign for CDB chocolate bars

Task To create a social media campaign

Solution Bright colors, unusual heroes, photos of the product – all of these make the target auditory find the product very attractive



Creation of the concept of the New Year's Sale campaign for Suzuki

Task To create an advertising concept for online placement before the launch of New Year's discounts at Suzuki showrooms

Solution The main New Year's character is Santa Claus, who sees the Sale sign with binoculars and thinks about buying a new car from Suzuki



Social media event support

Task To support the topic of Cystic Fibrosis

Solution Catching images, light slogans, supportive messages, and optimism



Creation of creative stickers
for Suzuki Vitara

Task To create a design of stickers
for Suzuki Vitara for exhibition
in a mall

Solution Suzuki Vitara branding with
positioning as a family and
comfortable car — for any
height, age, weight, and
status



Packaging creation
for BHFZ

Task To create packaging for a new drug Axotilin, which aims to rehabilitate and support blood vessels in people after a stroke

Solution Develop a visually minimalist style that contains recognizable elements for the target audience, such as lines in the form of neural connections, a sketch of the brain, etc. The main reference point is the difference between analogs and recognizability



Designing a flyer
for BHFZ

Task To create a methodological guide for pharmaceutical representatives with basic information and data about the new drug Imibacid

Solution A two-sided leaflet (A5, A4 format) was developed, with an accessible and recognizable visual part, which contains the main characteristics of the drug. For ease of perception, graphic elements, tables, icons are used



Concept creation and brochure design for the American Chamber of Commerce (ACC)

Task To create and develop a brochure on the structure of the ACC with a description of the activities of committees and management

Solution Development of a brochure with the individual cutting of registrars; non-standard infographics



Creation and development of leaflets for Kinstellar

Task To create and develop a concept of 10 information leaflets for an international conference

Solution Creating a design based on the achievements of each of the 10 Kinstellar countries



Creation and development and design of an invitation to the black-tie dinner for Thanksgiving with individual cutting for ACC

Task To create and develop the concept of an invitation to a black-tie dinner for Thanksgiving, following the style of the evening and the convenience of the format

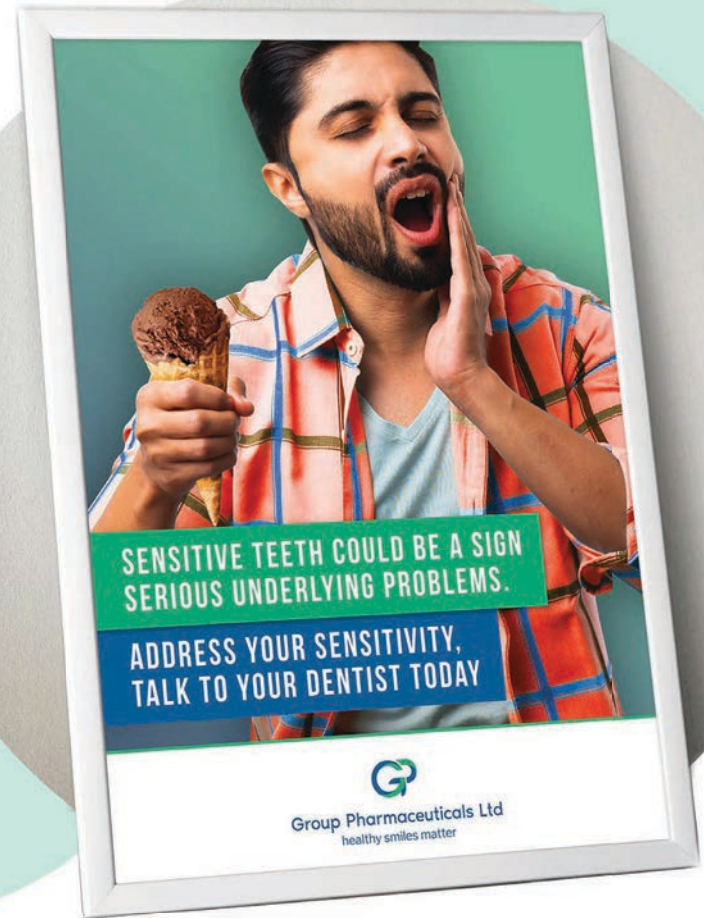
Solution Combine the classic symbols of autumn and Thanksgiving in an elegant invitation. Embossing, die-cutting, and foiling were used in the production



Concept creation for a sensitive teeth campaign

Task To create a campaign for sensitive teeth

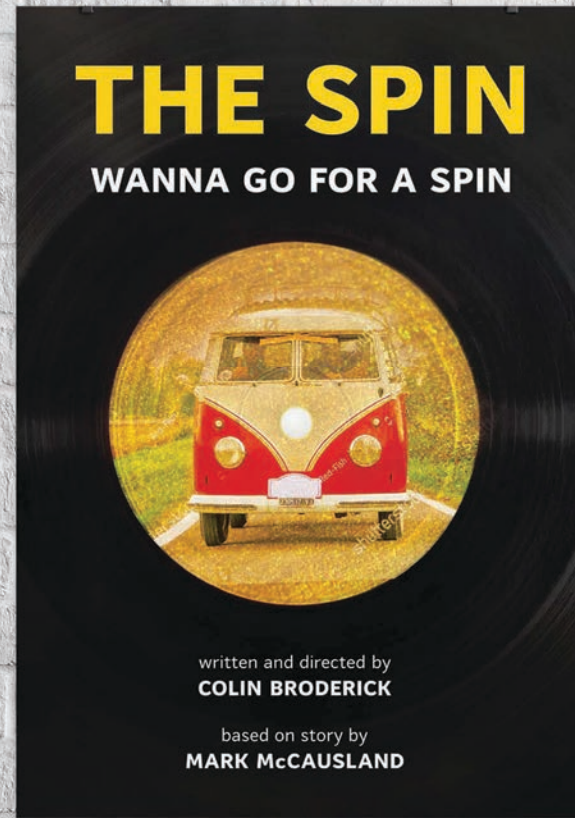
Solution A catch-eye hero and the problem – nothing to add, only a slogan and company logo



Creating a movie poster

Task To create a poster to promote a movie

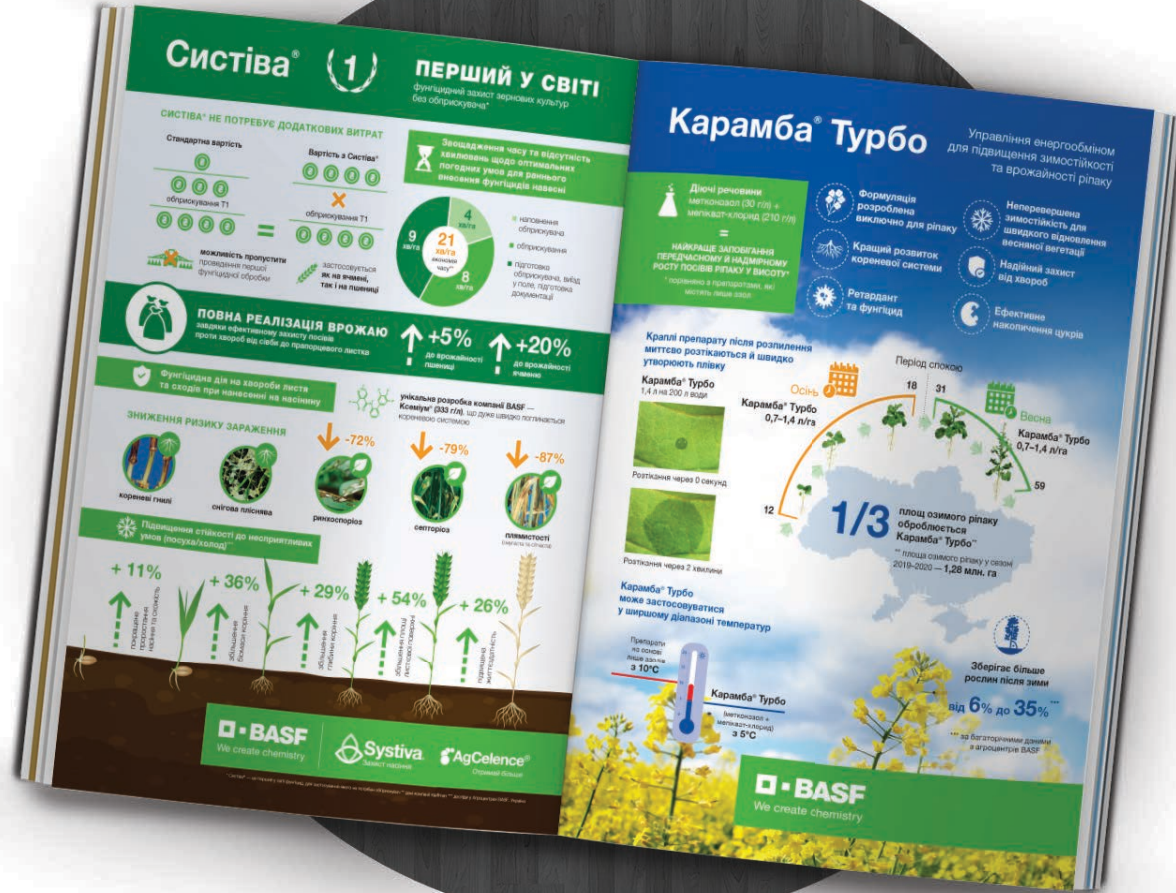
Solution The idea reflects the main characters in the movie



Creation of infographics for BASF

Task To create product infographics for online and offline use

Solution Use of end-user infographic models available for better perception of information. Emphasis on basic data, such as benefits, properties, characteristics



Creative idea and design
for a Pioneer advertising campaign

Task To create a layout concept
for Pioneer Protector technology

Solution To draw a combination of three
components: innovative technology,
a direct result, and maximum plant
protection



Creative idea for Pioneer advertising campaign

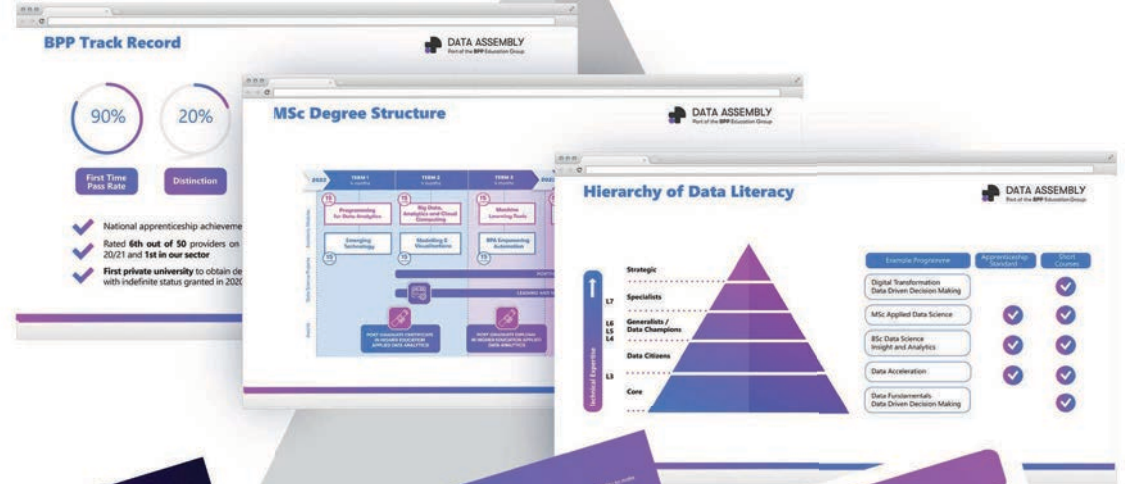
Task To create a layout concept for high oleic hybrids, taking into account the features and benefits

Solution To combine the main common feature for the listed hybrid's advantage in the visual part and emphasize the advantage of purchasing the product (profitability)



Design support for Data Assembly, part of the BPP educational group

Task To create presentations, pages for a website, and print materials



Nokian Tyres new guarantee

Task To create a campaign for new service of tire replacement in case of accidental damage

Solution Simple accident what can happen with any driver, slogan and we are ready to drive father



Design and package production
for Bosch

Task To create a non-standard design
of the corporate package

Solution Eye-catching design creation for
a series of paper and plastic bags. For paper, we use the texture
of concrete walls and tools. For polyethylene, the visual effect of
holding the tool by hand on the
slots for the hand





OLEKSANDR ROMANOV

I am looking forward
to working with you



Toronto, Canada



+1 647-537-57-20



a.romanov@ad-p.ca
www.ad-p.ca