

Zarifa Ibragimova

A CROSS-DISCIPLINARY PRACTICE

Connecting
art, people
and *ideas*.

Explore my experience



Zarifa Ibragimova

Head of Brand & Creative

CONTEMPORARY ART & DESIGN

01 / Profile

01 — ABOUT

At the intersection
of art & *design*.

Head of Brand & Creative with a background in Art History,
working across brand strategy, creative direction,
contemporary art, and cultural projects.

Experienced in developing visual identities, directing campaigns and content, and
translating creative concepts into cohesive brand experiences.

My background includes curatorial research and exhibition coordination at CCA and
ACDF, as well as working in London during Frieze London Art Fair. I combine art-
historical knowledge with strategic thinking, project management, and a strong
understanding of visual culture and communication.

02 — PROFESSIONAL EXPERIENCE

People. Projects.
Perspectives.

Contemporary art, cultural programmes
& creative practice

December 2025 – Present Tashkent	Head of Brand & Creative TENET Group, Tashkent	- Lead all brand and creative direction across TENET Group, overseeing campaigns, visual identity, content, events, partnerships, and creative production. - Led the collaboration with Mads Mikkelsen as TENET brand ambassador, from talent engagement and negotiations to campaign development and production. - Currently producing a documentary on the Luna-24 mission, leading the project from research and creative development through production.
May – October 2025 Remote / London	Curatorial Assistant Independent curatorial projects	Supported curatorial research, artist background studies, project documentation, and communication across multiple projects. - Assisted with Ibrahim El Dessouki's exhibition with Hafez Gallery at Frieze, No.9 Cork Street, London. - Organised Vyacheslav Akhunov's studio archive: reviewed his body of work, researched individual series, categorised collections, and created a comprehensive digital PDF archive.
April – December 2024/25	Artist Residencies Project Coordinator Centre for Contemporary Art · ACDF	Developed and managed the Artist Residencies Programme, working closely with artists through research, production, and public programming. - Organised cultural and educational events connected to the residency. - Coordinated logistics, schedules, and institutional communication.
July – October 2024	Project Manager & Marketing Centre for Contemporary Art · ACDF	Led marketing and creative direction initiatives across ACDF and CCA projects. - Coordinated events, photoshoots, and exhibition launches with international partners, artists, and institutional representatives. - Managed social media visibility and audience engagement strategies.
2024 Internship	Project Management Intern Art & Culture Development Foundation under the Cabinet of Ministers of Uzbekistan	Contributed to the World Conference on Creative Economy and the opening of the Artist Residencies Tashkent. Coordinated cross-functional workflows and gained hands-on experience in project planning and execution.
2018 Tashkent	Radio Correspondent Rubicon Radio Systems · MAXIMA Radiostation	Produced over 20 reports on cultural and art events in Tashkent. Interviewed museum directors, curators, ambassadors, and cultural figures, developing research, reporting, and communication skills.

03 — EDUCATION

Grounded in
art history.

2023 – 2024 · INNSBRUCK

BA Art History

Leopold Franz University of Innsbruck

Bachelor's thesis: "The Tomb of Paul III" — an analysis of its architectural and artistic elements, tracing the iconographic evolution of papal tombs from the 13th century to the present.

Supervised by Dr. Prof. Lukas Madersbacher.

2019 – 2023 · VIENNA

BA Art History

University of Vienna

Art History survey and case studies, with additional studies in Global Corporate Management: Markets & Strategy, Organization of the Firm, and Human Resources.

04 — EXPERTISE

A shared
creative language.

- Curatorial Research

Exhibition Coordination

Project Management

Artist Liaison

Event & Programme Organisation

Art Writing / Copywriting

Cross-cultural Communication

Social Media Strategy for Arts Institutions

Project Workflow Coordination

LANGUAGES

Russian · English · German · Uzbek

Latin (translations)

05 — CONTACT

TASHKENT, UZBEKISTAN

Let's connect.

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