

Creative Professional CV

Veronika Pell aka Mindeye

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PROFESSIONAL SUMMARY

Award-winning multidisciplinary artist, art director and filmmaker working with AI and digital tools as the primary medium, under the name Mindeye. 20 years across film, TV, photography, and contemporary arts, including a decade at Viacom/Paramount as Creative Director of Paramount Comedy Russia. Commercial work includes music videos, concert visuals, brand campaigns, and commissioned films. Co-founder of A Very Creative School, an online school for AI art and video production. Official creative partner of OpenAI, Runway, Krea, Leonardo, Kling, Hailuo, and Dreamina. Named one of the Top 50 Women in AI Art (2025) and Top 50 Women AI Filmmakers (2026) by Leonardo.AI and Forbes Australia.

PROFESSIONAL EXPERIENCE

AI/Digital Artist, Art Director and Filmmaker 2023 - Present

Films, digital images, music videos, concert visuals, and commissioned work for brands and artists using AI as the primary production tool.

Co-founder, Educator & Advisor 2024 - Present

A Very Creative School, *an online creative AI education platform.*

Co-founded an online school teaching artists and creative professionals how to work with AI tools for image and video production. Developing and leading AI art and AI video courses. Mentoring artists building professional AI practices. Consulting with studios and brands on creative AI adoption and workflow integration.

Marketing Creatives Lead 2022–2022

RedBark Studio, *a mobile game developer.*

Wrote scripts and creatively directed 3D and 2D animated mobile game ads.
Conducted market research and analysis, and planned departmental work.

Creative Multimedia Producer 2021–2022

FSTR Tech, *a studio specializing in digitally produced animated content.*

Produced diverse content for brand ads, games, and multimedia shows.
Managed end-to-end creative processes and client communication.
Specialized conceptualization and project management.

Multimedia Producer (Contract) 2020–2020

Jewish Museum and Tolerance Center

Led a new multimedia museum design team at the preproduction stage.
Handled research, scheduling, and contractor management.

Creative Director 2012 – 2019

Viacom CBS, *a global media company with brands such as MTV, Nickelodeon, Comedy Central, BET, and VH1.*

Launched three successful entertainment TV channels: Paramount Comedy (a rebranded Comedy Central), Spike, and Paramount Channel

Managed and developed production, localization teams, and technical support for the channel's broadcasting.
Created award-winning promos, on-air brand design, and ads/marketing materials for other platforms.
Produced on-air short and long-form content, exhibitions, festivals, stand-up shows, and other events.

EDUCATION

VGIK Gerasimov Institute of Cinematography, Moscow, Russia

Feature Film Direction, 2005–2008

Rodchenko Art School, Moscow, Russia

Photography, 2008–2009

Scream School (British Higher School of Art and Design), Moscow, Russia

Multimedia Communications, 2016–2017

Free Workshops at Moscow Museum of Modern Art, Moscow, Russia

Contemporary Art, 2019–2020**SKILLS**

Generative AI: Runway, Midjourney, Kling, Krea, Hailuo, Luma, Seedance, Nano Banana, Dreamina, Leonardo, OpenAI, Chat GPT, Claude, Gemini

Production: Photoshop, Illustrator, Premiere Pro, After Effects, Cinema 4D, DaVinci Resolve

Languages: Finnish (native), Russian (native), English (C2)

AWARDS & RECOGNITION

Named one of the Top 50 Women in AI Art (2025) and Top 50 Women AI Filmmakers (2026) by Leonardo.AI and Forbes Australia

How to Poison Art — 2nd place, Arts & Culture, Korean International AI Film Festival; shortlisted by Runway Gen:48 and AI Academy Awards

MY BABY — Smiley Virus (music video, directed) — 2nd place, Experimental/Open, Chroma Awards Season 1

Exhibited and published internationally

Artist CV (Mindeye)

Veronika Pell (Mindeye)

Born in 1984 in Tashkent, Uzbekistan

Based in Helsinki, Finland

Short Bio:

Veronika Pell is a Helsinki-based multidisciplinary artist working with AI under the pseudonym Mindeye. She explores the interplay between the artificial and organic, calling her approach “growing imagery”—a process of evolving AI-generated visuals into layered, network-like compositions that feel alive, shifting between the dreamlike and the unsettling. Born in Uzbekistan and raised in Finland, she has exhibited at MMOMA, co-founded XYZ Society, and shown work at AI Film Fest Amsterdam, Vancouver International Film Festival, and Sotheby's Institute of Art. Her video *How to Poison Art: A Step-by-Step Guide* won 2nd place at the Korean International AI Film Festival and was shortlisted for Runway's Gen-48 Competition and the AI Academy Film Awards.

Currently a featured artist in Fellowship's The Daily Program.

Education:

2005-2008 Feature film direction, Gerasimov Institute of Cinematography (VGIK), Moscow, Russia

2008-2009 Igor Mukhin's “Ingenuous photography” workshop, Rodchenko Art School. Moscow, Russia

2016-2017 Multimedia communications, Universal University. Moscow, Russia

2019-2020 “The Newest Art” Free Workshops, Moscow Museum of Modern Art. Moscow, Russia

Group exhibitions:

2026 Tween Peaks, Galeria Balagan & Galeria Dom Doktora, Zakopane, Poland

2025 I Miei Ricordi, MOAA, Florence, Italy

2025 Boiling Pavilion, Wrong Biennale

2025 Formidiabiles, Wrong Biennale

2025 LED Wall Showcase, AI WEEK, FieraMilano Rho, Milan, Italy

2025 Selected Fashion AI and Digital Artists, Prompt Magazine x Pforzheim University – School of Design, ROWI Quarter, Pforzheim, Germany

2024 Signal, Unknown Person, Berlin, Germany

2023 zero_zero, Kafedra, Herzog Novi, Montenegro

2023 CCC: Today is Saturday Again, Zverevcenter, Moscow, Russia

2023 Visible Emptiness, Kafedra, Herzog Novi, Montenegro

2021 Hunting for a white unicorn, 25kadr Gallery, Moscow, Russia

2020 Homo Communicans, MMOMA, Moscow, Russia

2020 How old is the rock, Artboloto, Moscow, Russia

2020 Thread, Za Shkoloy, 2019. Moscow, Russia

2019 Pyramid of Contemporary Art, Fabrika CCI, 2019. Moscow, Russia

Festivals and screenings:

2026 – Winner, 2nd Place - Experimental/Open - MY BABY “Smiley Virus”, Chroma Awards
2024 – Winner, 2nd Place – Arts & Culture, Korean International AI Film Festival
2024 – Shortlist, Runway’s Gen-48 Competition
2024 – Shortlist, AI Academy Film Awards
2024 – Finalist, Metadisruption AI Art & Design Festival
2024 – Official Selection, Cairo Video Festival for Video Art and Experimental Film (Medrar)
2025 – Official Selection, Mashup Film Festival
2024 – Screening, AI Film Fest Amsterdam
2024 – Screening, Sotheby’s Institute of Art
2024 – Screening, Vancouver International Film Festival

Publications:

“Soft Animal Of Your Body”, *Creativa* Vol.9, 2026
“I Miei Ricordi in MOAA”, *Promptmagazine*, 2025
“Eruptions di Mindeye: il corpo femminile come rivoluzione visiva,” *la Repubblica* (Italy), 2025
Illustration for “Kollege KI bleibt Assistent” in *der Freitag*, 2025
“Otherworldly fun” in *AI Art Magazine*, 2024
“Wave-like Forms” *ArtiAI Magazine*, 2024
“Defining Armors” in *Promptmagazine* 2024
“Museum of Aggression” in *Promptmagazine*, 2023
“I put a spell on you because you’re mine” in *Unknown Person*, 2020
“Unknown Veronika Pell” in *Unknown Person* (printed edition N°9), 2019

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