

Résumé

2019 – Present

Pokerstars
Senior Social Designer

Initially in CRM, I quickly transitioned to work for the Social Media team. My role involves maintaining the visual quality of our social channels and collaborating with the SM team to optimise processes, design templates, and keep our pages current.

2019 – 2019

Home of Wool
Brand Designer

At Home of Wool, I worked with a small team to find who the brand is in its niche market. We defined the brand's tone and voice, wrote PR articles, and improved the website structure, product offerings, and SEO. I also created a comprehensive product photography guide. In addition, I designed collateral like catalogs, flyers, brochures, stickers, and style guides to guide the brand's identity.

2017 – 2019

NEXT-DC
Digital Designer

My move to NEXT-DC marked a shift from print and ATL, to digital and experiential design. I was drawn by the opportunity to art direct campaigns, explore experiential projects, and manage social media. It was here that I honed my creative thinking and learned the value of having a great team under the guidance of Maria, the agency's chief.

2015 – 2017

BBDO Sofia
Graphic Designer

I started my career in advertising through the Advertising Academy program at university. My designs caught the attention of Venci, BBDO's Account Director, leading to an internship. I worked closely with Art Director Nina, whom I owe my work ethic and the experience I gained in print. We worked for clients like Postbank, PepsiCo, Mondelez, and Austrian Airlines.

Rèsumè

Education

2013 – 2016 New Bulgarian University
BA Graphic Design /incomplete/

I don't usually include this because I decided not to finish the degree and instead I went to work for BBDO. It is worth noting that I started at the agency because of the university. In hindsight, I would've missed some amazing opportunities and great experiences in my early 20s. I decided to include it here because I want it to accurately reflect my path, which is far from perfect.

2008 – 2013 NAFA Tsanko Lavrenov
BFA Graphic Design & Fine Arts

Skills & Tools

Adobe Photoshop
 Illustrator
 After Effects
 Premiere
 InDesign

VP Touch Designer
 Filter Forge
 Framer

AR Spark AR
 Lens Studio
 Effects House

Internet Notion
 Jira

UI/UX Figma
 Adobe XD