

Portfolios

slavka.eu

behance.net/Slavka_Bozhinova

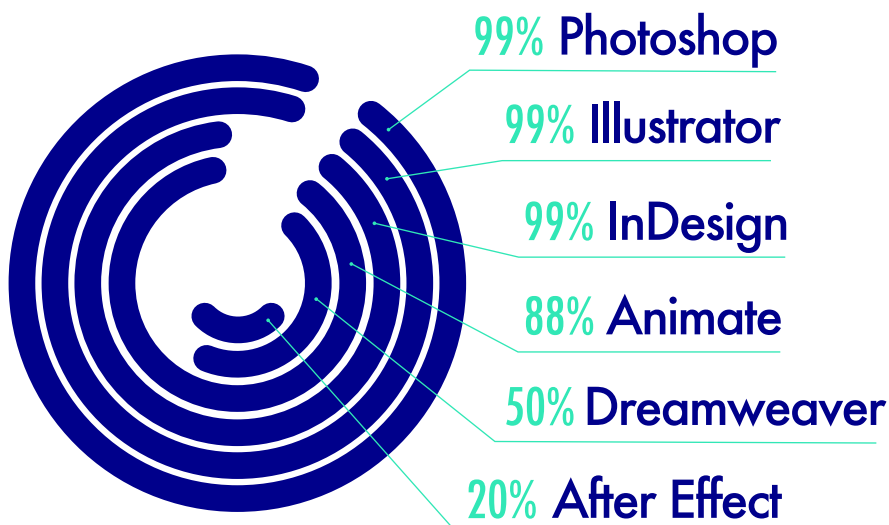
Slavka Bozhinova

Senior Designer

Professional Profile

Designer with expertise that spans idea generation, conceptual thinking and facing challenges head-on to find solutions that work for clients. Possesses vast expertise in creating presentations as well as user-centred print and digital campaigns channels that maximise sales and create awareness. Works collaboratively and communicates effectively both internally and with clients, in a fast paced environment, demonstrating a flair for delivering projects on time and on budget. Well informed of new trends in communication through personal research. Able to confidently lead, manage and develop creative teams to launch innovative campaigns that achieve impressive results.

Software skills



Professional skills

- Visual ideation/Creativity
- Art directing
- Advanced Typography Skills
- Print and web design
- Branding
- Packaging design
- Basic HTML & CSS
- Animating
- Notion of ActionScript 3

Awards

- Best Online Campaign for the 'Find the flavor with the specialist' campaign, STAR Snacks, Bulgarian Web Association, 2012
- First prize from student workshop, part of the exhibition 'The Golden Age: Highlights of Dutch Graphic Design 1890 - 1990' and equivalent award from National Academy of Art 2007/08 bachelor competition

Education

Master's degree

in Poster, Typography and Visual Communication (2010)

Diploma

for Theatrical, Cinema and Television Scenery (2004)

Career history

Creative

Y&R, London

Working on campaigns for BBC, TUI and Babybell. Design presentations for pitches and bring concepts to life. Delivered art direction and executed the designs for the world's first "Dyslexic Sperm Bank".

Creative Lead

Mecca Bingo, Rank Group, London

Creative team lead for this British gambling company, whose major brands include Grosvenor Casinos, the UK's largest casino operator and Mecca Bingo.

- Due to my success as a creative designer and my managing skills I was promoted and put in charge of establishing and implementing the end-to-end creative vision for Mecca Bingo across retail, digital, mobile and social platforms, leading all stages of design development, production and the execution of creative campaigns
- Handle all stakeholder expectations by communicating effectively pitching and collaborating directly with the Marketing Director and Head of Brand on all aspects of campaign development and delivery
- In result of utilising excellent people management skills I was put in charge of a creative team of 5 designers, covering print as well as digital; recruiting, developing and motivating the team from scratch
- Initiated the business strategy of moving all print work in-house, saving the company £250k in the first four months and much more since
- Achieved brand consistency by launching a new brand identity for all platforms and throughout Mecca Bingo clubs
- Ensure on-time, high quality delivery by establishing a new creative delivery process, involving set briefs and templates, where none existed previously to better manage stakeholder approval
- Demonstrating excellence in working flexibly, often reacting very quickly to competitor activity

Senior Digital Designer

Mecca Bingo, Rank Group, London

Competently completed all digital design work for Mecca Bingo campaigns before print was brought in-house.

- Earned stakeholders trust by constantly delivering innovative and compelling digital and social campaigns, including mobile, fulfilling all briefs to extremely high standards and meeting tight deadlines
- Managed and trained a Junior Designer which led to them being promoted
- Reduced and streamlined the design delivery time by involving the Junior designer in the process in result of developing their design skills

Digital Designer

Coral Interactive, Gala Coral Group, Gibraltar

Worked across digital and mobile for Europe's leading betting and gambling company, with a product range that included Sportsbook, Casinos, Games, Poker, Bingo and Slots.

- Developed creative but flexible (easy to amend) concepts for digital campaigns that aligned to major sporting events across horse racing, football and golf such as Royal Ascot and the World Cup
- Effectively developed a range of media, covering promotional web pages, on site promotional images, rich media and standard flash banners, as well as creating design templates, video and print work
- Polished strong skills in idea generation and solution development by executing Coral's first rich media banners campaign, which was influenced by a key company influencer (Enzo) and presented independent research on the profile of the target market for each product
- Effectively optimised the website and tested all Coral's promotional web pages, using VWO

Senior Digital and Print Designer

Knoway, Bulgarian

Focused on creating results-driven campaigns for a range of big brands and events on behalf of this advertising agency

- Delivered an extremely high standard of design work for Bushmills Irish Whiskey, the number 1 whiskey brand in Bulgaria; designed a number of presentations for the client
- Established the Bulgarian Bushmills Facebook page as the most popular of all international Facebook pages for the brand
- Developed highly successful campaigns for J&B Whiskey, including branded buses and point of sale material, as well as a creative airport concept for their sponsorship of music festivals
- In charge of a team of four junior designers, supervising their daily workload

Senior Digital Designer

Firefly Studios, Bulgaria

Worked freelance during evenings and weekends for this digital advertising agency, gaining exposure to many interesting big brands such as Volkswagen, Ford, Audi, Oreo and Nivea.

- Created an award winning digital and social campaign for STAR Snacks (owned by Star Foods, PepsiCo), which increased Facebook fan numbers by 80% and attracted over 62,400 unique visitors to their interactive game
- Suggested a new creative solution to Nivea, who had rejected previous ideas, leading to further agency involvement in their campaigns where input had been limited to date
- Efficiently managed the workload of junior designers

Graphic and Digital Designer

Hot Spot Advertising Agency, Bulgaria

- Acquired excellent technical skills in print and digital, combining the role with studies and gaining effective problem solving abilities when working with clients in the cosmetics and plastic surgery industries

2017
3
months
contract

2017
2015

2013
2010

2013
2010

2015
2014

2014
2013



fractalca@gmail.com



07517 522749