

Zornitsa Balinova

Brand Designer

Profile

I am fueled by my passion for helping clients express their brands and achieve great advertising. I am eager to both build on my creative foundations and professional development.





Language

Bulgarian | English

Skills

Illustrator | Photoshop | Lightroom
AfterEffects | Marketing | Eye for Detail
Problem Solving | Time Management
Collaboration | Work Ethic

Contact

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Academic History

Technical University Of Varna

Bachelor of Industrial Design

2015 - 2019

Colour studies | Ergonomic design | Computer 3D Design | Theory of perception | Molding | History of Art and Design | Computer animation | Silicate Design | Art design | Design of home appliances | Design of jewellery | Interior design | Package Design | Branding

Multitrain

Graphic Design Course

2016 - 2017

Art history | Composition and perspective | Visual arts
Graphic design | Adobe Photoshop | Adobe Illustrator
Graphic techniques and printing technologies
Adobe InDesign | CorelDraw | Web technologies and animations |





Professional Career

Trainee Graphic Designer

Impresia Advertising Agency

2017

- Collaborating and brainstorming with the creative team to define design briefs and requirements
- Overseeing the printing process to ensure color quality and consistency
- Communicating updates, feedback, and issues with the clients, managers, and the creative team

Video Editor

WBE Studio

2017 - 2018

- Operate computer editing systems and equipment used for video media and effects
- Inserting dialogue, sound effects, music, graphics, and special effects.
- Trim footage segments and put together the sequence of the video
- Ensure logical sequencing and smooth running

Videographer

Happy Erasmus Bilbao

2018

- Film videos on set or on locations
- Ensure that equipment for a shoot is present and working
- Plan the shoot
- Edit footage in post-production
- Create promotional videos for the target audience

Brand Identity Designer

Zyrous

2019

- Create a visual language as an extension of the brand (illustrations, icons, colours, typography, animations, etc.)
- Create stationery design according to brand guidelines (brochures, Leaflets, flyers, A4 and folder, etc)
- Work comfortably both as part of a team and individually

Graphic Designer and Social Media Manager

DRU(UK)

2019 - 2021

- Deliberate planning, strategy and goal setting for social media campaigns
 - Development of brand identity, awareness and online reputation.
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 - Contributing to team efforts by creating various graphic elements as needed
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