

Tsvetelina Karastancheva

Creative Designer

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Passionate and imaginative Creative Designer with over 15 years of experience in delivering captivating visual solutions across digital and print platforms. I thrive on transforming concepts into striking designs that not only align with brand identity but also evoke emotion and engage audiences.

Proficient in industry-standard design tools and techniques I excel in crafting stunning visuals for variety of digital/print assets and marketing campaigns that captivate audiences across different platforms.

My expertise encompasses a wide range of design disciplines, including branding, web design, and multimedia content creation. I excel in harnessing a user-centered approach, ensuring that each design enhances usability and leaves a lasting impression.

With a strong foundation in industry-standard tools like Adobe Creative Suite, Figma, Wordpress. I bring ideas to life while maintaining a keen eye for detail and a commitment to excellence. A natural collaborator, I enjoy working closely with cross-functional teams to drive projects from initial concept through to successful completion, I am dedicated to delivering exceptional results that inspire and engage.

Check out some of my work - tkdesignservices.com

Personal Details

Driver's License: Cars

Eligible to work in the UK: Yes

Highest Level of Education: Bachelor's

Industry: Media & Communications, Other

Total years of experience: 15

Work Experience

Lead Creative Designer

Ripple Energy-London

December 2021 to Present

As the Lead Creative Designer, I spearheaded innovative design strategies that elevated our brand's visual identity and user experience to new heights! Here's what I accomplished during my time:

Brand Evolution

Played a key role in the rebranding & website redesign initiative that revitalised our visual identity, leading to a significant increase in brand awareness and customer engagement. Maintain brand standards across all digital platforms to create a cohesive look and feel. Directed the overall design aesthetic, ensuring that all visual materials aligned with our brand story and resonated with our target audience, creating a cohesive and unforgettable experience across all platforms.

Innovative Campaigns

Working closely with top outdoor advertising companies like JCDecaux and Global to develop and produce designs for outdoor creative marketing campaigns, advertising in London Underground and across UK. From eye-catching graphics to dynamic social media content and print design for DM.

User-Centric Design

Conducted comprehensive user research and usability testing to inform design decisions, ensuring that all digital products were not only visually striking but also intuitive and user-friendly.

Project Management

Managed multiple projects simultaneously, coordinating with cross-functional teams to deliver on time high-quality designs including:

Creating a wide range of visual assets such as infographics, logos, newsletter design, artworks from scratch for outdoor campaigns, short videos, social media assets, presentations, branded document, DM etc.

My journey as a Lead Creative Designer not only honed my design skills but also reinforced my belief in the power of creativity to connect, inspire, and elevate brands!

Inspiring the development team and other departments to push the boundaries and foster an inspiring environment, where we can brainstorm and share to ideas, ignite creativity and generate innovative concepts for visual updates.

Freelance Web Designer

My own

2011 to Present

- Designing from scratch UI/UX websites for different clients. Using Wordpress and Elementor.
- Creating Logo/Branding and design for Print (Brochures, Flyers, Business cards).
- Social Media Marketing. Editing images, video and content for Instagram accounts. Creating ads.

Lead Web Designer

Cyberfrog design Liverpool - Web design company-Liverpool

June 2016 to October 2019

Lead Web and Graphic Designer.

Designing visual elements for web or print use that are reflecting the customer's brand and design aesthetic.

Projects mainly involving:

- UI/UX Website Design
- Logo/Branding
- Print Design.

Working on the creative side of the projects that the company were taking.

Handled all web design for 95 % of client projects.

Created an average of four minor websites or one major website per month.

Created custom graphics sets for clients with 99% client satisfaction scores.

As a Lead Designer In the workflow, I was responsible for the overall system that enables user experience. That was involving:

- Interviewing clients. (Learning in details about their business environment, processes, services, ideas, goals accomplishments etc.)
- User Research and Defining the problem (Learning about the target audience. Emphasize with the users)
- Building prototype, sitemap, user flow.
- Generating ideas for the design.
- Testing.
- Delivering the best possible user friendly experience.

Other responsibilities involved:

Conducting interviews for Junior designers.

Supervising and leading the work of Junior designers and apprentice workers. Creating different tasks for them.

I can provide a portfolio with strong diversity in projects.

Graphic Designer

Apel - Advertising agency-Bourgas, Bulgaria

October 2013 to December 2015

Working closely with clients in the process of producing different advertising materials for web or print use, such as - brochures, flyers, business cards, infographics, logo/branding etc. Working with plotter, high end print on PVC foil and car branding.

Education

Bachelor`s in Graphic design

New Bulgarian University - Sofia

2009 to 2013

Skills

- Photoshop (10+ years)
- Adobe Illustrator (10+ years)
- Indesign (10+ years)
- Website Design
- Figma (10+ years)
- CorelDraw (10+ years)
- Graphic Design
- Adobe
- Typography
- Acrobat
- Printing
- Print Production
- Greeting
- Adobe Photoshop
- Adobe InDesign
- InVision (4 years)
- WordPress
- Canva

Languages

- English - Fluent

- Bulgarian - Fluent
- Russian - Intermediate
- Macedonian - Fluent
- Serbian - Fluent
- Italian - Beginner

Links

<http://www.tkdesignservices.com>

Certifications and Licenses

Driving License

British Driving License