

# Elena Dimitrova

Lead/Senior Designer

📍 London, UK

🟢 Elena is **Available to work**

[View profile on Dweet](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

## Skills

Adobe Creative Suite (Advanced)

Project Management (Advanced)

Team Leadership (Advanced)

Marketing Strategy (Advanced)

Design Production (Advanced)

Content Creation (Advanced)

Competitive Analysis (Advanced)

Pitching Ideas (Advanced)

Presentation Design (Advanced)

## Languages

English (Fluent)

## About

I have invaluable international experience as lead graphic and product designer. I am creative, reliable, focused and a self-starter who has a strong attention to detail and design quality. My career goals are to continue to learn and grow while utilising my creativity, knowledge and people skills to benefit my employer.

### BRANDS WORKED WITH

Blandford'S Home&garden

Europe Art Gallery

Laptop Outlet Ltd.

Moni Trade Ltd.

Product Madness

Technical University of Sofia

Ubisoft Fgol

## Experience

### ● Lead Marketing Artist

Ubisoft Fgol | Aug 2021 - Aug 2022

Achievements and responsibilities:

- Line and day-to-day management, feedback and sign-off on art assets created by in-house Marketing Artist, Senior 3D Marketing Artist and Video editor as well as Outsourcing freelancers
- Working with the Brand Managers, Community Developer, Community Manager, Product Managers and Live Operation Associate in ideation and briefing of assets
- Day-to-day management of Trello boards
- Maintenance and management of art assets on the NAS and Egnite
- Supporting Brand Managers in existing App Store Optimisation testing through expert art recommendation and asset production
- Working with the User Acquisition team for asset creation and outsourcing
- Supporting prototype/incubation projects through asset production
- Working to achieve the wider marketing strategy
- Updating art templates and guidelines
- Creating art processes for checking and executing art assets
- Working with Legal team on contracts and assets
- Participating in the Green Game Jam 2022
- Scheduling and directing art assets for Discovery 2022



### ● UA Design Lead

Product Madness | Aug 2019 - Aug 2021

Achievements and responsibilities:

- Creating new concepts for different social media platforms and partners. Working closely with product team and UA;
- Supervising the work from outsource studios;
- Updating the current creatives for iOS and Android store;
- Filming, editing, animating, 3D modelling;
- Analysing data from performance review;
- Building competitor analysis using cutting edge platforms;
- Project management;

### ● Senior Graphic Designer

Laptop Outlet Ltd. | Feb 2017 - Aug 2019

Achievements and responsibilities: I've completed many projects for – Retail Direct, Fredos LDN, Al-Mudassar Trust, UKPCCI.

- Web adverts, campaigns for Asus, Lenovo, Google, HP, LG, eBay, AX Paris, Moss Bros, Blue Inc, Goddiva etc.;
- UI/UX design;
- Creating concept design for web and mobile interfaces;
- Editing illustrations and digital photography;
- Develop projects within guidelines and budget of the assignment;
- Establishing new methods and strategies for quality improvement;
- Supervising the work process;
- Produce and maintain company marketing materials including brochures, campaign materials and event materials;

- Manage team of designers;
- Organising and tutoring training;
- Designing new on-brand visual elements to effectively convey concepts and messaging;
- Project management for individual sales and marketing tasks.

## ● **Graphic and Product Designer**

Moni Trade Ltd. | Apr 2015 - Sep 2016

Achievements and responsibilities:

Product design developing - baby strollers, jumpers, car seats, baby playgrounds and many more for Moni, Cangaroo and Byox;

Work collaboratively with vendors, members of creative and core departments in Asia and Europe and supervise work progress;

Creating illustrations and layouts, product photography and retouch, colour, textile and plastic consulting;

Print and digital advertising (magazines, brochures, catalogues, cards) and outdoor advertising;

Work closely with the network marketing division responsible for the creation of key arts to develop accordingly the international material;

Coordinates and maintains databases of photography and art work;

Managing and coordinating the sales and import department and customer support;

Carton and package design;

Maintaining on-going promotion and advertising;

Reviews work performed by others and provides recommendations for improvement;

Web design – UI design, banners, icons, social media campaigns.

## ● **Art Director**

Europe Art Gallery | Jan 2015 - May 2015

Achievements and responsibilities:

Planning, organising exhibitions and shows;

Working closely with individual artists and arranging the artworks;

Maintaining on-going promotion and advertising of the gallery (posters, invitation cards, flyers);

Web design – UI design, banners, icons and social media campaigns.

## ● **Graphic and Product Designer**

Blandford'S Home&garden | Mar 2013 - Jan 2016

Achievements and responsibilities:

Product design developing;

Graphic and digital advertising;

3D modelling;

Product photography and retouch, graphic editing;

Web design – UI/UX design, banners, icons, social media campaigns;

## ● **Assistant Professor**

Technical University of Sofia | Oct 2010 - Jun 2016

Achievements and responsibilities:

History of Art and Design; Multimedia Application/Electronic Services/ Information Technology in Public Administration

Planning, organising exhibitions and events, providing advertising and web design.