

Elena Dimitrova

Lead/Senior Designer

London, UK

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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 Egnyte
- 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.