



Ivelina Ivanova

Digital Designer & Illustrator Passionate about Web and UI

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2 Summary

Digital Designer with excellent illustration skills and over 7 years of experience in animation and graphic design. During my career, I had the privilege to work for top TV brands such as FOX, produce striking visuals and learn from talented professionals. As a natural self-starter, I never limited myself to only what is on the table and that led me to work on freelance and personal eCommerce projects such as tochkiraieta.com and cultro.eu which helped me grow my skill set even further. I am now looking for a digital role that will let me apply both my creative and technical skills.

Key Skills

Adobe Photoshop, Illustrator, After Effects and InDesign proficiency.

Ability to hand code HTML & CSS. Knowledge in responsive website building practices.

Experienced in different TV areas: On-Air creative branding, On-Air promotions and integrations.

Keen interest in the UX field.

Confident in WordPress eCommerce CMS configuration and moderation.

Basic Sketch knowledge and willingness to learn more.

Good programming foundation: basic C# and JavaScript.

3 Employment History

Graphic & Motion Designer

Fox Networks Group Bulgaria | www.foxchannels.bg

Jan 2010 – present

FOX Networks Group is 21st Century FOX's international multi-media business that develops, produces and distributes 300+ wholly- and majority-owned entertainment, sports, lifestyle, factual and movie channels.

- Create On-air promo graphics and titles
- Prepare materials for Off and On-air Marketing and Internet campaigns
- Concept creation, storyboarding and animation

Jr. Graphic Designer

Fox International Channels | www.foxchannels.bg

August 2008 – Jan 2010

4 Freelance Experience

Web Content Executive and Designer

[Dashirt.eu - eCommerce for Personalized Kids Clothing](http://www.dashirt.eu) | www.dashirt.eu

Jan 2015 - present

- WordPress configuration and moderation. Keep WooCommerce up-to-date
- Upload new products and modify existing ones
- SEO strategy and improvement
- Design new products and make appealing photographs to be used on the website
- Communicate with clients. Schedule material deliveries and ship client's orders

Content Manager and Co-founder

[Cultro.eu - Online platform about culture, traveling, art, music](http://www.cultro.eu) | www.cultro.eu

Jan 2013 - 2017

- WordPress CMS installation, configuration and moderation
- Prepare MailChimp campaigns. Place banners and organize different partnerships
- Enhance website SEO. Analyze keywords and other website statistics using Google Webmaster Tools
- Upload new posts. Interview people and communicate with website partners

5 Education

BSc Computer and Media Technologies and Minor Graphic Design

[New Bulgarian University \(Sofia, Bulgaria\)](#)

2005 - 2017 / Grade A

Languages English (C2), French (B2), Bulgarian (Mother tongue)

Driving license B

Informal Education and Certificates

Harvard Manage Mentor

Project Management, Presentation Skills, Team Leadership, Team Management

Various certifications on topics such as: Website Planning and Design in Sketch, C#, Responsive Website Building, UX for Mobile Games, Sass, Bootstrap, SVG, After Effects, Marketing, Rigging and Shading in Maya and many more.

Can be provided on request.

6 Software and Skills

Graphic	Photoshop, Illustrator, After Effects, InDesign and Flash
Web	CSS, HTML, WordPress CMS, basic JavaScript, jQuery and Bootstrap
3D	Maya and ZBrush(basics)
General	Microsoft Office, Internet etc