

# SVETLANA NAYDENOVA

GRAPHIC DESIGNER • ILLUSTRATOR

## Visual identity

(logo, brand guideline)

## Publishing

(catalog, flyer, business cards, POS material)

## Graphic elements

(illustration, photo, motion design)

## Packaging

(food, industry)

## PRO EXPERIENCES

### Graphic designer Freelance

Currently • Worldwide

I am currently a freelance graphic designer with the desire to bring my creativity to various projects. So far I have been able to work on photo shootings, communication strategy for social networks, creation of video content, including GIFs and videos for social networks. I also produced print media, and packs with visual identity including logo, brand guidelines and various media portfolios.

### Graphic designer Illustrator

2015-2020 • Limoges (FR)

This professional experience allowed me to learn teamwork, how to understand the customer's request and respond to it as effectively as possible. I had the chance to work for big companies like Legrand or the "Madeleines Bijou". But I was also able to bring my know-how to small businesses and offer them bespoke solutions for various media.

*BHV / Marais • Paris*

I had the chance to show my creations in the BHV le Marais in Paris. Being able to meet customers, present my products and give them information was a great experience and a huge opportunity for me. I realised that apart from the contact with customers in the agency, I enjoy working directly in the field.

### Graphic designer internship

2015 • London (UK)

The biggest challenge was working with an English team. I was able to work on photo editing, various communication media for internal and external needs, and in particular PowerPoint templates.

Speaking of languages: I speak French Bulgarian and English. I also have basic knowledge in Spanish and Italian.

## STUDIES

### Multimedia Creation degree

2016 • La Rochelle (FR)

### Two-year degree in multimedia & internet skills

2015 • Limoges (FR)

### High school diploma in science

Limoges (FR)

## CONTESTS

### Wilaaw

Wine label design  
2<sup>nd</sup> prize

### Crédit Agricole

Banc card design  
Top 10 France

### Columbus coffee

Mug design  
1<sup>st</sup> prize for South- West France

## DE PLUS

contact@naydenova.fr  
we can have a talk

@naydenova.graphiste  
instagram is cool

I've got a driving licence  
so I can move easily

(+33)6 81 29 24 71  
call me