



# Georgi Georgiev

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An enthusiastic and diligent graphic designer with a strong visual sense and interest in graphics and typography looking for challenging opportunities in the competitive field of commercial design. Creative flair and originality are supported by strong computer skills and passion for photography.

Graphic Designer / DOB: 19.02.1990 / Nationality: Bulgarian



## Education and Qualifications

### **BA (Hons) Graphic Design Coventry University 2009 – 2012**

Worked on various projects both individually and as a part of a team: posters, website, animation, illustrations, packaging, logo design, book and magazine layouts, photography.

**Recent projects include:**  
Degree Show Catalogues for Graphic Design and Media Production Departments

• Book covers for BFI Film Classics and Penguin competitions

• Ministry of Sound Posters for Saturday Sessions competition

• Perfume packaging for Primark

• Experimental Typography

• Campaign to promote BBC Radio 3

### **Skills Developed:**

Conceptual thinking (Anti-War Campaign, Book Covers)

Typographic skills (Experimental, Book layout, Posters)

Art working (Wiley, Catalogues, Ministry of Sound)

Solving visual communication problems (BP rebranding, BBC Radio 3)

Attention to detail (Book Covers, Hand-made book, Catalogues)

• Social awareness (Anti-War Campaign, Voting Campaign)

Website development (The Nervous System website)

Research – Variety of topics (For Final Year Dissertation - The effects of the economic recession on the creative industry)

• Presentation skills – Developed throughout the duration of my course and in particular in the module Contemporary Presentation Techniques

Team working (Wiley Live Project, IEMS branding, Catalogues)

Leadership and taking the initiative (The Nervous System website, Catalogues)

• Reflective skills – Professional Development Programme

Technical skills – Adobe Suite, working on both PC and Mac

Photography – integrated in my university projects; photography module focused around digital photography; freelance work for Coventry University Students Union and university newspaper The Source (covering sport and academic student events)



### **First English Language School Diploma of Secondary Education 2004 – 2009**

### **Skills Developed:**

General Subjects including English Language and Literature, Bulgarian Language and Literature, Mathematics, Advanced Computer Technologies

• Extracurricular Activities: Graphic Design and Management of the School's Newspaper

## Technical Skills

### **Advanced Level:**

Adobe Illustrator, Adobe Photoshop,  
Adobe InDesign, Quark Xpress  
Adobe Dreamweaver, HTML, CSS

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### **Intermediate:**

Adobe After Effects

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### **Basic Level:**

Adobe Flash, Adobe Director

## Languages

### **English**

Fluent (C2)

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### **Spanish**

Intermediate (B1)

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### **Bulgarian**

Native



## References

### **Marino Modena**

Manager  
Airbus S.A.S.  
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### **Jean-Bernard Adrey**

Director of IEMS  
IEMS, Coventry University  
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## Work Experience

**Job: Graphic Design Intern  
Airbus S.A.S.  
September 2012 – February 2013**

**Recent projects include:**

Marketing Party promotional materials  
Customer Affairs Newsletter template  
PowerPoint presentations revamp

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Development of a series of pictograms (icons) to be used in presentations to help summarize and illustrate key points.

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PowerPoint Guidelines - ensuring established rules are followed and assisting marketing in applying them.

**Responsibilities:**

Revamp marketing materials, making them appealing and easy to understand; update outdated graphics and create contemporary visuals to aid the message; improve the presentations' structure and layout to achieve coherence and consistency; offer design solutions that can easily be implemented across the marketing department and utilized by non-designer staff; suggest best practices to improve visuals and functionality; liaise with the design department to ensure new designs follow company guidelines; help improve communication between marketing and design departments.

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**Skills Developed:**

Time management, prioritizing projects, quick and flexible delivery; working individually while utilizing input by colleagues; coordinating projects and liaising with various departments in the company; reviewing and revisiting projects, summarizing and delivering reports on the development of projects.



**Job: Graphic Designer  
for I@CU Project  
IEMS, Coventry University  
October 2011 – July 2012**

As part of the I@CU programme I took part in two projects: **Culturae Mundi** group whose purpose is to support various multicultural events taking place on campus and in the city; and **Positive Images Festival** that celebrates the cultural diversity and talents in the city.

**Responsibilities:**

**Culturae Mundi:** Generating creative ways to encourage multicultural interactions; Creation and development of the brand according to given requirements and standards; Promotional materials for popularization of the activities of the group and various multicultural events, including event posters and flyers, brochures and organization stationary; Website design and development; support and maintenance; **Young Positive Images:** Logo redesign and branding; Online presence - Facebook and e-newsletter; Website - design and development, maintenance and support; Print - layout and content creation for promotional materials, exhibition pieces

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**Skills Developed:**

Ability to work on my own initiative whilst contributing as a member of a multicultural team with various professional backgrounds. Pro-actively handling projects and working closely with key members of the team, while following tight schedules. Liaise with the team leader, Student Union Societies and external organisations. Observe brand consistency and attention to detail.



**Job: Photographer,  
Salesperson  
picture-pal.co.uk  
April 2011 – January 2012**

**Responsibilities:**  
Taking photos of customers, selling photos, producing photos on-site, banking, software support

**Skills Developed:**

I greatly improved my communication skills. To be successful in my work I need to be open to people and my body language has a huge impact on how I communicate with clients. I developed business skills and techniques that helped me to improve my sales. I gained greater understanding of the specifics of nightclub photography and how to create astonishing photos to sell. Customer services skills - how to deal with customers even in stressful situations. Printing photos on-site, meeting short deadlines. Money handling and banking. Keeping the software up to date.



**Job: IT specialist, Salesperson  
I Deal Ltd.  
Advertising and Marketing  
June 2007 – August 2007**

**Skills Developed:**  
Communication with clients, Negotiation skills, Sales skills, Problem solving skills, Analysing outcomes and providing feedback

**Responsibilities:**

Talking to clients on the phone and over e-mail, negotiating conditions, finding solutions to enquiries; Providing feedback to the manager about the reactions of clients to various promotions and conditions.

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Maintaining office computers - IT support, Software Installation

Maintaining clients' web pages - update with information, offers and promotions



**Job: Freelance Designer  
Various Clients  
Various Projects  
June 2006 – Present**

**Responsibilities:**  
Contacting and working with clients, creating and developing concepts, researching target audiences and suggesting suitable solutions, website development and maintenance

**Skills Developed:**

Networking and sourcing new clients. Building up a client base with clients that are willing to repeat business; High school newspaper - working under pressure, successfully balancing work and studies, team working with editor and writers (editing), working with printing establishments; I Deal Ltd. - Responsibility for the image of a commercially active company, meeting client's requirements

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Various projects in the field of web and print design, publishing, logo design and branding.

**Resilespur** - creating and developing the brand identity for a start-up business, including logo, business cards, stationery, website and a presentation template.

**New Diplomacy Society** in New Bulgarian University - website creation and maintenance, leaflets and booklets, logo design; **I Deal Ltd.** - logo concept, membership cards, user's manual;