Diana Zamfirova

Brand Designer

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Graphic and web designer
Zami Design | Tama, Tokyo, Japan
08/2023 - Current

- Creating client experience that is seamless and easy for the client to follow.
- Crafting strategically informed brand identities based on the clients' brief and their business.
- Extensive experience in corporate tasks for scientific world congresses, excelling in creating versatile marketing collateral for both online and offline use.
- Proficient in web development with Figma and Wix, efficiently transforming design files into fully functional websites.
- Strong networking and communication skills, prioritizing swift email responses to maintain positive relationships with clients.

Graphic designer
Thys Communicatie | Heusden-Zolder, Belgium
02/2022 - 12/2022

- Researched industry trends and evaluated competitive products.
- Made sure we used the proper style guides for each brand across our work for them.
- Carefully prepared design layouts into ready to use files (print and digital).
- Lead design team work with regular actionable deliverables to 150 clients for their marketing campaigns online and offline.

UX and Web Design Intern
Radikal agency | Antwerpen, Belgium
12/2021 - 02/2022

- Designed and implemented web components across new and existing website designs, by studying user requirements and implementing them into solutions.
- Executed the analysis and rework of websites, and created web flows, indicating the pain points.
- Created sitemaps, and redesigned or established fully navigations for webshops. Designed wireframes, and final (UI) design, based on client's needs and requirements.

Graphic Design Intern
Noppa Design Studio | Budapest, Hungary
02/2019 - 06/2019

- Directed advertisements and print materials from conceptualization to final delivery.
- Created corporate brands by designing cohesive looks between logos and letterheads. Selected colors and themes while adding functionality to create new designs.
- Employed design fundamentals when selecting typography, composition, layout, and color in design work.
- Worked with clients to gather and define requirements, establish scopes, and managed project milestones.

Education

Tilburg University
Master of Science: New Media Design
Tilburg, The Netherlands
Graduated 01/2022

Minerva Art Academy
Bachelor of Applied Science: Graphic and Interaction Design
Groningen, The Netherlands
Graduated 07/2020

National High School of Fine Arts "Iliya Petrov"
High School Diploma: Graphics
Sofia, Bulgaria
Graduated 07/2016

Skills

- Corporate Identity
- Branding
- Creative
- Ambitious
- Organizational skills
- Time management
- Planning
- Collaboration

Software

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects, PremierePro, etc...)
- Figma

Languages

- Bulgarian - mother language
- English - Advanced