

Date of birth	25 June 1984	Mobile	+41 76 618 3850
Nationality	Bulgarian (EU)	Email	vlad@hellovlad.com
Languages	English (fluent)	Website	<u>www.hellovlad.com</u>

Work Experience

HELLOVLAD.COM

Founder / Design Director

2015 - present

Clients include: premium multi-brand skin care store [UNDONE \(undonestore.com\)](http://undonestore.com), fashion photographers Betina du Toit (betinadutoit.com), Anna Stokland (annastokland.com), and Ulrich Knoblauch (ulrichknoblauch.com),

Zurich-based artist Conor Mccreedy (conormccreedy.com),

Cape Town-based talent management agency SNCM (sncm.co.za).

- Delivering results-driven, end-to-end design solutions to individuals and brands operating in a global marketplace.

- Working closely with clients to define, design and continuously improve upon their brand experiences from brand design, digital design, e-commerce platforms, print and packaging, social media content and, project management, collaboration with third-party stakeholders, to overall creative direction and brand management.

- Design of visual systems, responsive digital design for multiple screens /devices, website build and implementation, CMS and e-commerce platforms, Social Media advertising and platform management, email marketing, influencer marketing, video editing, print design and production, data analysis, budgeting, and project management.

ICE Model Management

Creative Director

Cape Town, SA. Oct 2013 - Mar 2015

- Brand redesign, responsive website design (multiple screens), user flows, design of digital assets and marketing materials, management of development team during website build, website management with 500+ models in 5 divisions through custom CMS, email marketing.

- Social Media: communication strategy, content production and calendar management, concept /design /execution of targeted campaigns inline with business requirements, influencer marketing, day to day management of platforms.

- Organically grew Instagram followers from 0 to 10,000+ and doubled Facebook Page audience to 10,000+ likes.

- Concept, design and execution of all print materials, management of print production.

- Was an integral part of the agency's expansion into the highly competitive European market.

- Advise senior management on content, strategy, technology, design methodology and best practices.

Technical Details

Photoshop

Illustrator

Indesign

Final Cut Pro

Wireframes / Prototypes

HTML / CSS

CMS Platforms

Facebook Ads Platform

Print / Packaging

Technical Details

Photoshop

Illustrator

Indesign

Final Cut Pro

Wireframes / Prototypes

HTML / CSS

Custom CMS

Facebook Ads Platform

Print Production

The Circle Model Management

Creative Director

Cape Town, SA. Oct 2011 - Aug 2013

- Brand redesign, responsive website design, user flows, concept /design /execution of creative assets and marketing materials, management of development team during website build, website management with 200+ models and celebrities through custom CMS, email marketing.
- Social Media communication strategy, content production and calendar management, concept /design /execution of targeted campaigns inline with business requirements, influencer marketing, day to day management of digital platforms.
- Organically grew Instagram followers to 8,000+ and doubled Facebook Page audience to 5,000+
- Concept /design /execution of all print materials, management of print production.
- Integral part in making the agency a Top 3 player in South Africa.
- Advise senior management on content, strategy, technology, design methodology and best practices.

Technical Details

Photoshop
Illustrator
Indesign
Final Cut Pro
Wireframes / Prototypes
HTML / CSS
Custom CMS
Print Production

Conway + Partners

Senior Digital Designer

New York, NY. May 2011 - Sep 2011

Clients include: JeffreyGroup Public Relations, Iberostar Hotels & Resorts.

- Worked with a global team to execute design solutions and facilitate digital experiences.
- Visual concepts, wireframing, responsive website design and implementation for JeffreyGroup Public Relations implemented in 7 cities throughout the Americas.
- Digital project management.
- Management of development team.

Technical Details

Photoshop
Illustrator
Indesign
Wireframes / Prototypes
Custom CMS

Poke

Internship

New York, NY. May 2010 - Aug 2010

Clients include: Coach, Getty Images, Aol., Microsoft, General Mills, Weizmann Institute.

- Strategize, design and implement digital solutions across digital and social media platforms.
- Gained understanding of collaborative techniques, digital technologies, social media marketing, influencer engagement and management, target audience profiling and business needs to ensure project alignment of client strategy, brand message and marketing goals.

Education (5+ years)

Parsons, The New School for Design. New York, NY. 2009

- Design & Management program.

Vega School of Brand Leadership. Cape Town, SA. 2005 - 2007

- Bachelor of Arts in Communication Management, specialising in Creative Brand Communication.

Concept Interactive Institute. Cape Town, SA. 2003 - 2004

- Digital Design Diploma