

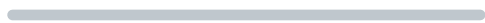
LENKA GRAPHIC DESIGNER

I am a visual designer with experience across print and digital. My passion lies in brand creation and storytelling. I can seamlessly transition from corporate to start up and finance to hospitality, as well as working autonomously and with all levels of creative teams, UX, CX, developers, production and clients.



Software

Adobe InDesign



Adobe Illustrator



Adobe Photoshop



Figma



WordPress, HTML & CSS



Education

Graphic Design BA (Hons)
University of Lincolnshire & Humberside



Interests

I love living by the ocean, have dabbled with surfing and now have a salty taste for ocean swimming. I can tap into my inner yogi or dance until sunrise. I believe in manifestation, kindness, meditation and family.



Contact

Call 0400 432 742
Email hi@lenkadesign.com.au
Web lenkadesign.com.au



Experience

Creative Designer (Freelance)

Self employed: Sept 2018 - Present

Working on simultaneous projects in varying industries has strengthened my interpersonal and time-management skills. I am adept in working remotely as well as in a team environment, love collaborating but can be trusted to work autonomously to get the job done. I have a passion for brand creation and evolution, bringing the vision to life. I have worked across luxe brands right through to corporate internal docs and product marketing collateral.

Senior Graphic Designer

Our Agency: Nov 2015 - Sept 2018 (3 years)

I joined Our Agency in the peak of the Sydney property boom and quickly became an integral member of the creative team. My role included in-depth market research, brief taking, contributing to conceptual round tables, brand creation, unique marketing concepts and rolling out all marketing collateral, constituting of; brand ideation, brochures with speciality finishes, EDM, website design and management as well as POS and full display suite creative including large format signage. I was involved in 3 award-winning projects, most recently for Marketing & Brand Experience at **Sydney Design Awards 2019**. I particularly enjoyed the direct client contact and collaborating with the team on this project, subsequently creating a platform to execute the best possible campaign. I was also involved in redesigning and building the company's website, further advancing my HTML, CSS and WordPress skills.

Senior Graphic Designer

The Aqua Agency: Oct 2004 - Sept 2014 (10 years)

My day to day role included brand creation, magazine/ brochure design and production, packaging, website design and build and POS. I also liaised with and pitched directly to clients as well as mentored junior designers, benefiting my communication skills and rapport. My primary responsibility as Art Director for *Vacations & Travel* Magazine was pure joy and fuelled my desire for travel. Reporting direct to the publishing editor, I was responsible for creative from cover to cover.

Graphic Designer

FPC Publishing: June 2004 - Oct 2004 (5 months)

Brand, design and launch of property magazine, a new up-to-date property news and auction results publication.

Head of Design

Leeds Guide Magazine: April 1999 - Jan 2004 (4.5 years)

Lead a team of designers in producing two monthly magazines, annual Film Festival brochures and online content.