

# 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

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Web [lenkadesign.com.au](http://lenkadesign.com.au)

[DOWNLOAD PORTFOLIO](#)

## Experience

### **Creative Designer (Freelance)**

**Self-employed | Sept 2018 – Present**

I deliver brand, digital and marketing solutions across a broad range of industries, from luxury and lifestyle brands to corporate and internal communications. Trusted to work autonomously while collaborating closely with clients, agencies and cross-functional teams. Known for translating strategic vision into considered, well-executed creative outcomes. Highly experienced in managing multiple projects simultaneously, working remotely, and maintaining strong client relationships from concept through to delivery.

### **Senior Graphic Designer**

**Our Agency | Nov 2015 – Sept 2018 (3 years)**

Integral member of the creative team delivering end-to-end branding and marketing campaigns within the Sydney property sector. Responsibilities spanned strategic research, concept development, brand creation and full campaign rollout across print, digital and experiential touchpoints. Produced high-end collateral including brochures with specialty finishes, EDMs, websites, POS, large-format signage and display suite creative. Contributed to three award-winning projects, including a Sydney Design Awards 2019 win for Marketing & Brand Experience. Also led the redesign and build of the agency website, strengthening hands-on HTML, CSS and WordPress capability.

### **Senior Graphic Designer/Art Director**

**The Aqua Agency | Oct 2004 – Sept 2014 (10 years)**

I worked across brand development, editorial design, packaging, digital and POS for a diverse client base. Leading the creative direction of *Vacations & Travel Magazine*, overseeing all visual output from cover to cover and collaborating directly with the publishing editor. Regularly pitched to clients, managed relationships, and mentored junior designers, developing strong leadership and communication skills. This long-term role cemented a strategic approach to design, editorial storytelling and production excellence.

### **Graphic Designer**

**FPC Publishing | June 2004 – Oct 2004 (5 months)**

Branding, design and launch of a new property magazine focused on up-to-date property news and auction results.

### **Head of Design**

**Leeds Guide Magazine | April 1999 – Jan 2004 (4.5 years)**

Led the design function for two monthly magazines and annual film festival brochures, responsible for art direction, overseeing a team of designers and production schedules.