

# YOANNA BAROZOVA

[www.yoannabarozova.com](http://www.yoannabarozova.com)

+44 7404992417 / +359 875343388

[y.barozova@gmail.com](mailto:y.barozova@gmail.com)

[www.linkedin.com/in/yoanna-barozova](https://www.linkedin.com/in/yoanna-barozova)



Hi, I'm Yoanna Barozova,  
a graphic designer with a passion  
for bold, eye-catching visuals  
that captivate, communicate,  
and evoke emotion.

I love creating with a constant  
drive for excellence and curiosity,  
always looking for new ways to  
solve creative challenges.

Let's work together to bring  
your ideas to life!

Photoshop	<div><div></div></div>
Illustrator	<div><div></div></div>
Indesign	<div><div></div></div>
After Effects	<div><div></div></div>
Premier Pro	<div><div></div></div>
Cinema 4D	<div><div></div></div>

## EDUCATION

### Arts University Bournemouth

BA (HONS) Graphic Design - 2:1  
2016 • 2019

### First Language School - Varna, Bulgaria

English and German  
2011 • 2016

## EXPERIENCE

### Game Boost Ltd.

Graphic Designer - Freelance  
01.05.2023 • now

- Designing eye-catching content for social media platforms, ensuring visuals capture attention and drive engagement
- Designing content to effectively target a specific audience
- Producing original ideas and visual assets based on a mobile game's theme, maintaining consistency with the game's style and branding
- Crafting promotional campaigns, offers and in-app content for a mobile app, enhancing user experience and encouraging in-app purchases

### Destination Workplace

Graphic Designer - Part Time  
18.04.2023 • 10.08.2023

- Developing concepts, graphics and layouts, including making decisions about fonts, images, and UX
- Creating brand identities that effectively communicate the brand's values and resonate with the target audience
- Designing promotional materials, including print materials, banners, and signs, ensuring all designs align with the brand's guidelines
- Collaborating with other teams to develop and implement design strategies that meet business goals and enhance user engagement

## ABOUT ME

## TECH SKILLS

BRANDING &amp; MARKETING

AD CREATIVES

SOCIAL MEDIA DESIGN

BANNER DESIGN

PRINT DESIGN

MOTION GRAPHICS

VIDEO EDITING

UX/UI DESIGN

Bulgarian



English



Russian



Italian



## EXPERIENCE

**Herbalife Europe Ltd.**

Graphic Designer

17.02.2020 • 23.03.2023

- Produced design across all channels: advertising, collateral, videos, social media
- Created logo designs for events across Europe
- Led product launches from concept to creation: planned photoshoots, retouched photography, designed print and social media assets
- Directed editorial from concept to completion
- Designed video and static assets for various campaigns
- Led Photoshop trainings

**myPOS AD Bulgaria**

Graphic Designer – Freelance

05.07.2018 • 05.09.2018

- Created life-size 3D models of POS devices
- Created images and animations for advertising and store displays

**MOS Consult Ltd. Bulgaria**

Graphic Designer – Internship

26.06.2017 • 18.09.2017

- Created complex geometry, photorealistic materials, animation, and scenes in Cinema 4D
- Prepared 3D assets for a virtual reality experience