

CURRICULUM VITAE

ZORAH BOGDANOW

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Objective

To obtain a position as a Graphic Designer within an innovative and vibrant company, where I can passionately share my creative skills, work experiences, trend awareness and knowledge while continuing my professional development.

Key skills

- Six years contemporary graphic design experience as an in-house designer.
- Extensive experience designing for print (Ads, signage, posters & large scale print design, flyers).
- Strong background in digital publishing (web design, eBooks, social media tiles, edm/newsletters, working within a CMS).
- Apprenticeship as photographer
- Excellent skills in colour correcting, clear cutting and retouching
- Brand identity/style guide development experience.
- Graduate Diploma in Multimedia from AUT.
- Certificate in DTP- media design.
- Project management and communication skills.
- Keen awareness of new design trends.
- Work effectively both as a team member and independently.
- Effective communicator.
- Creative with a strong focus on details and accuracy.
- Maintain successful working relationships with both internal and external staff.
- A “can do” attitude to work and life.
- Strong interpersonal skills.
- Excellent problem solving skills.
- Professional and reliable.
- High level of motivation and commitment.

EMPLOYMENT HISTORY

Pumpkin Patch

In-house Web Designer (freelance from August 2013)

November 2012 – today

Responsible for creating the weekly e-newsletters for the southern & northern hemisphere (UK, Ireland, USA, Australia & New Zealand). Maintaining the Pumpkin Patch website with daily graphic updates, including flash banners and also providing all graphical input for social media needs.

Grey Lynn Park Festival

Graphic Designer / Freelance

April 2012 – today

Responsible for creating the new corporate identity, website re-launch, business cards, “thank-you” cards, flyers and website updating.

Western Springs College

Graphic Designer / Freelance

April 2012 – July 2012

Responsible for designing flags, T-shirts, banners and foodpath signs.

Legalbytes Ltd, Auckland

Graphic Designer / Freelance

October 2011 – today

Responsible for all graphical work within the company. Updating website content (CMS), designing new websites, flyers and promotional material.

Value Retail Germany GmbH

In-house Senior Graphic Designer

June 2010 – September 2011

Luxury fashion outlets in Europe
Employees: 600
revenue: \$ 2.18 billion

Responsible for all graphical projects within the design department. Using “Adobe Creative Suite” to promote all services. Finished design jobs from briefing to pre-press process. Managing product photography and post-production. Achieved an overall increase in sales/customers due to magazine ads, banner promotion, flyers, brochures and packaging. Establish and built relationships with external clients.

be2 Ltd

In-house Graphic/Web Designer

March 2008 – March 2010

Leading online dating service
to over 16.000.000 members
Employees: 225

Responsible for all graphic projects. Using “Adobe Creative Suite” to promote services in 25 countries. Image Management (buying, filing, licensing). Accomplished new website launches with my graphical input in different countries (e.g. USA, Brazil, Portugal). Prepared extensive style-guide to maintain corporate identity.

Freelance

Graphic Designer

January 2007 – February 2008

Managed projects from conception to completion for print and Internet, using Photoshop for the layout, Illustrator for logo designs and Dreamweaver or InDesign to publish.

Sky AG

In-house Manager Screen / Graphic Design

October 2005 – December 2006

Pay TV in Germany with over
3 million clients
Employees: 1716
revenue: € 1.1 billion

Responsible for the graphic input on websites. Creation of graphics for online projects in coordination with internal departments and external consultants. Design, implementation and programming of Flash animations, design of banner ads, skyscraper ads, newsletters as well as the redesign of the company’s websites. Contribution to the development of “look and feel”. Design and implementation of graphics for internal corporate needs and for new projects for iTV, portals and mobile areas.

freenet.de AG

In-house Web / Graphic Designer

March 2005 – September 2005

(telecommunication services)

Design and implementation of the freenet.de website channels: Freenet.de Mobile, Freenet.de Members, Freenet.de Help, Freenet.de Horoscope. Creation of banner campaigns, composition of newsletters design and development of new teaser graphics.

AUT

Web/Graphic Designer

April 2004

Auckland University of Auckland

Freelance work for the national magazine “Password”(conception, design and development of the website).

Proximedia GmbH

Web/Graphic Design

Feb 2001 – Dec 2002

Development and design of html pages. Management of design projects.
Development of animation using Flash. Provision of customer service.

EDUCATIONAL QUALIFICATION

AUT

Graduate Diploma in Multimedia / Invent Scholarship

Feb 2003 – Nov 2003

Auckland University of Technology

Key Courses: Visual Communication, Digital Communication, Multimedia
Production, Multimedia Broadcasting, Advanced Digital Video

Academy Brueschke

Certificate in DTP- Media Design

1999 – 2000

Key Courses: Photoshop, Illustrator, InDesign, Video/Premiere, Director,
Dreamweaver, Flash, Freehand

Advanced Technical College

Photographic Apprenticeship

1996 – 1999

This apprenticeship covered practical and theoretical issues of photographic
design. The practical part of the apprenticeship was done at Münster
University within the faculty of architecture.

University of Applied Science

Diploma in Interior Design

1994 – 1996

Key Courses: Design Basics, Colour and Sculptural Design, History of Arts.

Interests

Jogging, tramping, travelling, foreign cultures and languages

Visa status

Permanent residence

Languages

Fluent in English and German

Professional Referees

Available on request