

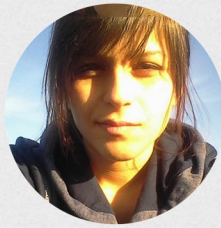
ZORICA DONEVA

+359 89 386 62 57

zorica8doneva@yahoo.com

www.zorica-doneva.com

www.zorica-doneva.com/personal-portfolio



SUMMARY

I LOVE ALL ABOUT THE DESIGN

As a graphic designer with 4+ years of experience, I'm energized by the idea of implementing new and innovative ideas and creating the best solutions for both - the business and the customer.

Some of my strongest personal qualities are:

EMPHATY MULTITASKING ORGANIZED AND EFFICIENT CREATIVE
UNSTOPPABLE LEARNER RESULT ORIENTED DETAIL-ORIENTED

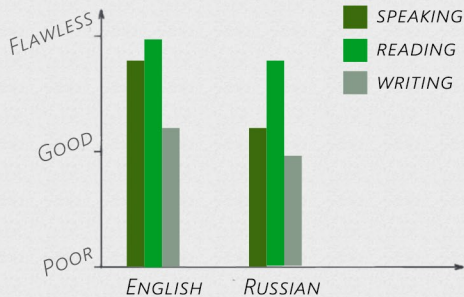
EDUCATION

THANK YOU YOUTUBE AND STACK OVERFLOW

- 2018 - 2019: "SoftUni", Sofia**
Student Integrated Learning System
- 2015 - 2017: "Telerik Academy", Sofia**
Student Integrated Learning System
- 2011 - 2015: "Paisii Hilendarski", Plovdiv**
Faculty of Mathematics and Informatics
Bachelor's Degree: Informatics

LANGUAGES

IT'S IMPOSSIBLE WITHOUT ENGLISH TODAY



PROJECTS

NEW PROJECT GIVES IS OPPERTUNITY TO LEARN

theRUNWAY Project

WWW.THERUNWAY.BG

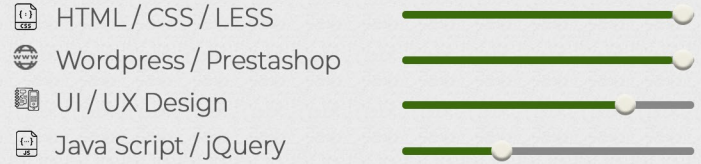
I've developed my own e-commerce online store at the beginning of 2018. It was just a personal project that I use for education. I had a lot of fun in the whole process - from creating the logo to designing the website.

Associated with the project: · Influence Marketing · UX Design · Brand Strategies · Digital Design · Storytelling · Engagement · SEO & Digital Marketing

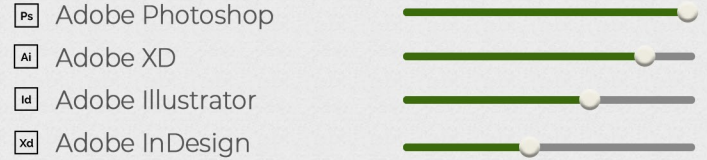
TECHNICAL SKILLS

KNOWLEDGE + 10 000 TIMES = SKILL

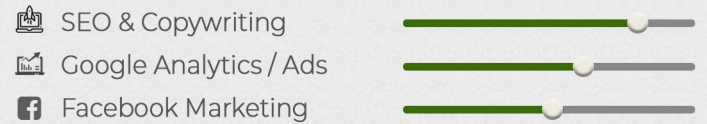
WEB DESIGN:



GRAPHIC DESIGN TOOLS:



DIGITAL MARKETING:



WORK EXPERIENCE

"THE ONLY SOURCE OF KNOWLEDGE IS EXPERIENCE"

GRAPHIC DESIGNER

ARTE SPA & PARK HOTEL

10.2018
PRESENT

» We improved the whole brand design by making it more engaging and consistent

» We developed a brand new website, which gave us a 100% full access to the analytics, which we didn't have with the old website. That was a real obstacle when we wanted to make an advertising campaign

» We improved the UX design and made the future support more flexible. That decreased the updating process with 50%

Check the new website look here: www.artehotel.bg

FREELANCER

ZORICA DONEVA - ART N DESIGN

09.2015
09.2018

I had the chance to work with a couple of website owners and these are some of the main achievements we've made:

» We've improved the engagement by re-designing the website and getting to know the ideal customers

» We've increased the number of new visits with more than 1 000 / month by improving the organic search

» We've reduced the bounce rate from 80% to 30% by increasing the speed of the website and using more specific and longtail keywords

» We've reduced the budget on online advertising with 30% by using more filtered campaigns

FRONT END WEB DEVELOPER

REWARD GATEWAY

01. 2015
04.2015

» Re-designing ecommerce website based on the platform Shopify. Working in collaboration with the graphic designer and the manager of the store