

MILENA UGRINOVA

GRAPHIC DESIGNER



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SUMMARY

I am passionate to create images as a graphic designer and photographer. I have designed from scratch unique branding for companies and products, developing their visuality on all kind of prints and digitals media. I design advertorials, posters, vinyl, menus, signage, web and social media banners, and many more. I use with confidence Adobe products: Photoshop, Illustrator and InDesign, plus Premiere Pro and Dreamweaver, and I've never been afraid to learn more about any tool or technic. In addition, I have experience managing different web sites, online stores and social media channels.

I have an academic degree in Arts and Graphic design and a bachelor's in Photography. I have been working as a graphic designer and photographer for more than 20 years in the IT industry with different target profiles before falling in love with Food and Beverage sector, which is highly customer-orientated and collaborative. I am positive-minded, an excellent team-worker, self-motivated, organised and fully capable of multitasking and working to tight deadlines under pressure, thanks to my advanced skill set and wealth of experience. I have a keen eye for aesthetics and details but never lose the view over the whole project. I can create brands but also be a creative, flexible and innovative brand keeper. Currently, I am developing further my photography skills and learning more about social marketing. I am challenging myself with different photo projects and turning some of them into a video.



EDUCATION

Bachelor of Fine Arts (BFA), Photography | New Bulgarian University, Sofia, Bulgaria

I have chosen the photography subject to widening my interests in visual arts. I took a four-year program covering classic techniques and modern visions. For my graduation, I created a series of photographs called Origami Transformation, and a thesis with the topic - "The road from a snapshot to photography, a discussion about art in a photographic image".

Graphic Design | National School of Applied Arts "Dimitar Dobrovitch" - Sliven, Bulgaria

I received an innovative academic education with the main subject of Graphic design, including branding, poster, typography, multimedia and more, combined with classic art studies, such as drawing, painting, art history. I graduated with a set of projects: brand design, different posters, fonts design, post stamps series, impossible object and multimedia clip, achieving excellent results.



EXPERIENCE

Graphic Designer and Photographer | Freelance, Mim's Food

APRIL 2020 – PRESENT

- Food and product photography
- Stop-motion video
- Action photography
- Social media content
- Brand design
- Brochures, cookbooks, packaging
- Large format prints
- Digital banners

During the lockdowns, I have started developing my own brand as a freelancer pushing forward my photography side. My work turned very different – bolder and more vibrant. I tried new technics and tools when making stop-motion videos and levitating food photos. I work permanently for a couple of food brands, creating their visuals. Also, I am growing the number of independent clients. I upload on my social media profiles and websites my photos and videos, sell prints on Etsy, doing all the uploads and content by myself.

Creative Manager | Barrel and Stone Ltd., Maidenhead, UK

MARCH 2018 – SEPTEMBER 2020

- Original logo design and vectorizing
- Brand guidelines
- Food menus, promo-posters and banners, stationery, social media banners and more
- Food and event photography
- Client invoices using QuickBooks
- Stop motion video, using Adobe Premiere Pro
- In-house brochures, cookbooks, magazine articles and more
- Content creation for the company website

Barrel & Stone is a B2B company in the F&B industry, operating with partners from small country pubs to large hospitality and leisure groups like Hilton, Rank Group, Sodexo, Punch Taverns, Crowne Plaza, Merlin Entertainment and many more. As a creative manager, I was responsible for all the in-house projects but also liaised with all the clients, designing for them bespoke graphic content, including brands, food menus, posters and digital marketing materials. Also, I photographed their new products, cookbooks and bespoke image content for the company and its partners. I created a stop motion video for the cooking training, based on my idea to the complete realization. I swapped the print contractors, saving the company thousands and offering the clients quicker service.

Looking backwards, I have done hundreds of vectorized logos, a huge number of food menus, stationery, posters and banners, digital content for social media, inhouse brochures, banners, brand guides, cookbooks, and many more.

Senior Graphic Designer, Photographer | Sirma Solutions, Sofia, Bulgaria

MARCH 2001 – FEBRUARY 2018

- Brand creating and development
- Website and IT products design and layout
- UI consultations
- Print design
- Project design
- Managing an outsourcing team
- Digitizing and vectorizing visual dictionary
- Photography in special conditions - museum artefacts for digital gallery and 3D simulation, gold and silver glossy objects, macro photography, stop-motion video
- Content creation for the company websites

As a Senior Graphic Designer in a large software company, I was responsible for all kinds of graphic materials from brand design to application layout for the company's and client's products. I have designed most of the projects from their initialising. I have supervised external contractors in large graphic projects, and a leader of an outsourcing image-processing team, alongside the ongoing print and web projects.

Freelance Photographer | Globetrotter Magazine, Volvo Trucks Bulgaria

JULY 2008 – MARCH 2009

- Outdoor action photography of lorries and earthmoving machinery
- Portraits in action and photo stories
- Product photography in specific condition
- Locations across the country at industrial and building sites

I have created photo-stories for the local articles of the magazine across several magazine issues. I have worked with the drivers and owners of heavy lorries and earthmoving machinery. The shooting locations occurred across the country in industrial and building environments.

Web Designer | M3 Communications Group, Inc., Sofia, Bulgaria

JUN 2000 – FEBRUARY 2001

- Web design
- HTML and CSS editing, content upload

I started as a junior web designer, and I have learned a lot about HTML and CSS by working on several websites for in-house and external projects.

Post Print Executive | Iktus Print, Sofia, Bulgaria

JULY 1999 – OCTOBER 1999

- Scan and image editing
- Pre-press training
- Post-print finishing, cutting, stitching, packing, etc.

My first opportunity to practice everything I learned at school. Iktus Print was a small print house that produced everything from business cards to flyers, posters and even books. I have made the post-print production finishing, but I also passed training in prepress and everything related to the print process.



SKILLS

- Print design
- Digital design and retouch
- Brand design
- Food photography
- Portrait photography
- Product photography
- HTML and CSS editing
- Social media content



TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe Acrobat
- Microsoft Word
- Microsoft PowerPoint