

# KATARINA ISTED GABRISOVA

## CONTACT

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07307097257

katarinasdesign.co.uk

## SKILLS

Typography

Adobe CS

- Photoshop, Illustrator,  
InDesign, After Effects,  
Premiere Pro

Canva

FIGMA

AI Tools

- Adobe Beta suite  
Copilot

Market Research

UX/UI

Web Design

Print Design

Packaging Design

Branding

Content Creation

Social Media Strategy

Email Marketing

Copywriting

Website PopUps - via third  
party

Email Building and  
automation - Klaviyo,  
Dotdigital

Microsoft Office

Managing multiple projects

Utilising AI tools

Organizational Skills

Problem-Solving and

Time Management Skills

## EDUCATION

2010

BA(Hons) Visual Design  
and Communication

University of Kent, Canterbury

2008

HND Multimedia Design

University of Kent, Canterbury

## MARKETING AND DESIGN PROFESSIONAL

- responsible and reliable attitude to work
- comfortable to work under pressure to tight deadlines
- following new styles and keeping up with software trends
- great believer in respect in the workplace
- organised and self-driven

## EXPERIENCE

### GRAPHIC DESIGNER

December 2021 -Present

Folkestone Fixings Limited | ffx.co.uk

In a dynamic small marketing team, I leveraged my versatile skillset to effectively handle a diverse range of tasks. I managed marketing and design strategies across all media, analyzing market trends to make informed strategic decisions. My strong business acumen allowed me to plan and prioritize campaigns efficiently.

Utilized Microsoft Planner and ASANA for precise project tracking and adherence to timelines. Managed multiple design projects from conception to completion, efficiently overseeing workflows and delegating tasks within the marketing department. Ensured design consistency with brand and business guidelines.

Developed and executed email campaigns, including building email structures and strategies. Implemented automated email sequences using platforms like Klaviyo and Dotdigital to optimize engagement and conversions.

Created digital assets for website advertising: web banners, offer overlays, animated GIFs, low-fi and hi-fi wireframes for campaign landing pages.

Designed creative assets for Amazon and eBay shops, including promotional banners, overlays, and A++ content for Amazon listings and brand shops.

Produced creative assets for social media platforms such as Facebook, Instagram, and TikTok, including banners, GIFs, and animations.

Developed email assets, including banners and animated GIFs.

Led print campaigns, creating posters, banners, leaflets, booklets, and packaging, collaborating with printers for own brand projects.

Updated existing brand guidelines to comply with best practices and created sub-brands within the business, including rate cards, certificates, and labels.

**My strongest skill is aligning creative strategies with organizational goals in a timely manner.**

### VISUAL DESIGNER - Marketing Lead

March 2007 - December 2021

Istedcreative | eye-cs.com

Executed cost-effective branding and marketing campaigns for small, established businesses.

Client Projects:

Zeba.sk: Branding and online marketing campaign for crate distribution services.

Geowell.sk: Branding and online/offline marketing campaign for windows and conservatory supplier.

Cymaarchitects.co.uk: Branding and web design.

Epps Construction: Web design, WordPress, and SEO.

B48's (Family Support Charity): Branding, presentations, and web design.

RH&DR (Romney, Hythe & Dymchurch Railway): Online and offline marketing campaigns.