

# DAYANA TONCHEVA

graphic designer

## Work experience

### Graphic Designer

*DMD agency s.r.o., Zlín, CZ*

May 2018 – now

- Designing layouts for brochures and print materials
- Creating key visuals for events and conferences
- Creating HTML e-mail newsletters
- Designing and programming interactive iPad presentations

### Graphic Designer Intern

*ilyan.com, Sofia, BG*

April – July 2015

- Social media design
- Social media campaign creation

### Graphic Designer and Pre-Press Intern

*Nima printing house, Pleven, BG*

July – August 2014

- Designing Book covers
- Learning about Print Techniques

## Education

### Erasmus +

*Tomas Bata University in Zlín, CZ*

September 2015 – June 2016

Classes I took include Graphic design, Corporate design, Advertising photography, Contemporary visual culture, Typography, Advertising, and Multimedia.

### Fine Arts Bachelor

*New Bulgarian University, Sofia, BG*

October 2013 –

Classes I took include Drawing, Design, Illustration, Ceramics, Sculpture, Glass design, Visual Culture, and Marketing.

I took part in and helped with the organization of many student exhibitions.



## Contacts

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## About me

I am Dayana, a Bulgarian based in the Czech Republic. I am a dynamic, creative solution seeker. I love experimenting and searching for new perspectives. In my work/volunteer experiences, I found a love for optimizing creative processes, and organization. I believe graphic design should be easy on the eye, clean, and give solutions than you never thought you needed.

## Languages

*Bulgarian*  
Native

*English*  
Advanced

*Czech*  
Intermediate

## Skills

*Graphic Design*

*Web Design*

*Project Management*

*Event Management*

# Volunteering

## Community Manager

*Zlinternationals, Zlín, CZ*

March 2020 – now

- Growing and Managing the expat community
- Organizing events
- Social Media Management

## Communication Community Manager

*Erasmus Student Network Czech Republic*

June 2019 – August 2020

- Assuring everyone in the network understands the value of the ESN brand
- Providing materials where it is needed
- Managing regular update calls
- Observing the growth of the communication community
- Consulting and giving individual solutions to local sections

## Graphics Coordinator

*Erasmus Student Network Czech Republic*

June 2018 – July 2019

- Creating graphic templates for ESN CZ
- Helping ESN CZ Communication Manager with the agenda

## Communications Manager

*Buddy System Zlín | ESN Zlín*

June 2017 – June 2019

- Creating visuals for event
- Social media managing
- Creating brochures, posters, and other print materials
- Creating merchandise
- Communicating and managing our Photographers, building strategies with them

## Secondary responsibilities:

- Event organization
- Team management
- Problem-solving



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