

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 for Veeva
- 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

+420 722 905 692

thedaytodesign (at) gmail.com

www.dayanatoncheva.com

About me

I am Dayana, a Bulgarian residing in the Czech Republic. My personality thrives on being dynamic and creative, always seeking innovative solutions. I have a genuine passion for experimentation and continually exploring new perspectives.

Throughout my professional and volunteer experiences, I discovered a deep appreciation for optimizing creative processes and fostering organizational efficiency.

Languages

Bulgarian
Native

English
Advanced

Czech
Intermediate

Skills

Graphic Design

Web Design

Project Management

Event Management

Volunteering

Community Manager

Zlínternationals, 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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I am Dayana, a Bulgarian based in the Czech Republic. I am dynamic, creative solution seeker. I love experimenting and searching for new perspectives. In my work/volunteer experiences, I found love for optimising creative processes, organisation. I believe graphic design should be easy on the eye, clean and giving rather solutions, than causing chaos.

WORK EXPERIENCE

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SKILLS

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Skills

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VOLUNTEERING

Community Manager

Zlinternationals, Zlín, CZ

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