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Skills

Adobe CC:

Ai Illustrator

Ps Photoshop

Xd XD

Ae After Effects: learning

Figma

Blender 3D

G Google G Suite

AI: Midjourney, ChatGPT

Competencies

Digital Design

Print Design

Web Design

Logo Design

Brand Design

Soft Skills

Teamwork

Multitasking

Adaptability

Problem-solving

Client Communication

Proactivity

Team Management

Ralitsa Stoykova

Graphic Designer

Graphic Design Experience

greipi | Logo, brand identity and web design

November 2022 - present

A complete re-brand of an established software company that is about to launch in 2023.

- Research, reinvention and strategic choice of new **company name** that brings a modern touch and would attract new a target customers group
- **Company logo** creation and choice based on several concepts
- **Brand identity design** - participation in the **brand strategy**; choice of proper **brand colors and fonts**; **brand icons**; **brand guidelines manual**
- **Stationary design** - business card; multipurpose letterhead and email signature
- **Company Presentation Template** - G Slides
- **Web design** concept preparation

Brilcode Technology | Logo, brand and web re-design

July 2022 - October 2022

- **Company logo** re-design
- Creation of new **brand identity** concept and participation in its implementation
- **Stationary design** - business card, two types of letterhead templates, document folder concept
- **Email Signature** design
- **Company Presentation Template** - G Slides

Soul Stories | Logo design for writer's blog

June 2022 - June 2022

- Creation of logo and print materials design (vouchers, posters abd t-shirt)

Self-learning and developing graphic design skills

March 2022 - Present

- **Adobe CC:** Illustrator, Photoshop, XD, (After Effects - currently learning)
- **Logo design and brand identity** - proportions, typography, color theory, brand strategy, brand guidelines creation
- **Figma** - web design, work with auto-layout and creation of design system
- **Blender 2.8** - 3D modeling course



Ralitsa Stoykova

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Certificates

Management Development
Level 1, Hilton Hotels

Management Development
Level 2, Hilton Hotels

Cambridge Certificate - CAE

Hotel PMS

Opera Opera

protel Protel

Education

AU University
Plovdiv, Bulgaria
Bachelor's Degree in Economics, 2013

Jan Amos Komensky University
Prague, Czech Republic
Erasmus Student, 2011

Ivan Vazov Language School
Plovdiv, Bulgaria

Languages

Czech - B2

English - C2

Bulgarian - Native

Russian - B2

Previous Experience

Front Office Manager | Cosmopolitan Hotel Prague

December 2018 - February 2022

- Managing the Front Office department with a team of 15 people
- Planning and monitoring day-to-day operations to ensure that team performance is in accordance to the established hotel standards and values
- Addressing operational issues and applying strategies for effective solution
- Direct communication with company business partners and travel agents
- Working in close cooperation with General Manager to measure company's performance and set new goals
- Taking part in hiring process of new candidates - interviewing, selecting and training new team members
- Coaching and guiding my team to improve guests' satisfaction scores and direct sales revenue

Guest Relations Manager | Art Deco Imperial Hotel Prague

May 2017 - November 2018

- Establishing contact with guests and identifying VIP clients to exceed experience and expectations
- Handling complaints in personalized and efficient manner
- Managing hotel's on-line feedback portals (TripAdvisor, Google, Expedia, Booking.com etc.)
- Suggesting and implementing new ideas to increase clients' loyalty
- Providing monthly performance reports to Departmental Managers(Reservations and Revenue)
- Assisting and reporting directly to the Front Office Manager
- Public speaking - presentation of hotel facilities to groups (30 - 150 pax)

Front Office Team Leader | Hilton Prague Old Town

September 2015 - April 2017

- Supervising reception desk operations on daily basis
- Ensuring that team members are keeping hotel's guidelines and completing their tasks accordingly
- Handling guest complaints
- Training and supporting new colleagues
- Participation in improving sales of hotel's services (room category up-selling, meal packages, etc.)



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Hobbies & Interests

Drawing & Painting

Yoga

Dance

Cycling

Socializing

Learning new skills

Previous Experience

Front Desk Receptionist | Hilton Prague Old Town

January 2014 - April 2015

- Performing all basic Front Office duties - direct communication with hotel guests; check-in and check-out; cashier operations; reporting to Front Desk Supervisor

Conference & Events Intern | Andel's Prague Hotel

August 2013 - September 2013

- Administrative assistance for Conference and Events Team
- Taking part in both office and FNB operations
- Hosting hotel guests during the breakfast hours

Communication Specialist | ICON Communication Centers

June 2013 - July 2013

- Participating in a short term marketing project
- Contacting and communication with clients on the phone to obtain necessary data