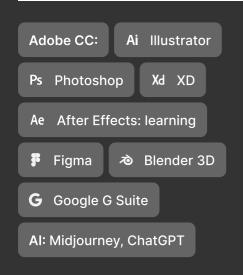
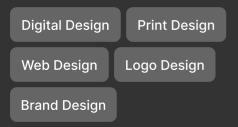


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Skills



Competencies



Soft Skills



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

• 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

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Certificates

Management Development Level 1, Hilton Hotels

Management Development Level 2, Hilton Hotels

Cambridge Certificate - CAE

Hotel PMS

Opera Opera

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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
- 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 upselling, 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 therm marketing project
- Contacting and communication with clients on the phone to obtain necessary data