

Markéta Rašínová

Creative brand designer

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EDUCATION

BcA. Graphic and media design, VŠKK, 2022

EXPERIENCE

Junior Graphic Designer

Dorland, marketing agency

2021 – present

Creating a uniform visual style of many projects and working with a team of creative people. Created adventurous travel guides for families for Academy of Quality. Worked on advertising in magazines and brochures for MySmartPlace, and other clients.

Confectionist

YESTERKA, Chocolate shop

2016 – 2020

Selling and making chocolate pralines, chocolate bars, figures and chocolate spreads. Lead tours of the chocolate shop and lectured about the production and history of cocoa beans and making of chocolate.

SKILLS

Brand design (*Logo, brand identity and merchandise design*)

Package design (*Bottles, boxes, tubes, bags, etc.*)

Illustration (*Storybooks, maskots, etc.*)

Animation (*Character animation, motion graphics*)

Character design (*Of maskots, characters in storybooks, etc.*)

Video editing (*Commercials, instagram posts, etc.*)

Web design and development (*HTML, CSS, JS*)

DESIGN TOOLS

Adobe Creative Cloud

Sony Vegas

Paint tool SAI