

Petra Železná

Product photographer and graphic designer

I was born in Czech Republic and have been always occupied by art and creative thoughts. Even though my designer path started in my mid teens, till then I have been interested in painting, drawing, creative writing. I have spent my childhood with camera and I still enjoy time shooting, especially product photography. In my free time you may find me reading or at the barn where I spend most of my free time taking care of horses and also giving lessons.

My design style is meant to be clear, informative but also eye catching and esthetically pleasing.

Education

Secondary Education:

(2018-2021) **University of Creative Communication (UCC), Prague 4**

(2014-2018) **The English-Czech High School AMAZON (ACGA), Prague 1**

Primary Education:

(2005-2014) **Základní škola sv. Voršily, Prague 1**

Previous work experience:

(2018-2020) **HV Granit**

Industrial graphics, 3D designs, architecture design, communication with customers

(2016-2018) **Schrack Technik**

Product photography, portrait photography, reference/architecture photography + event photography

Product manual brochure design, social media content, product brochure design, worksheets for students design, rollups, banners, car stickers etc.

Software experience:

Adobe Indesign, Photoshop, Illustrator, XD, After effects, Lightroom, Premiere Pro

Corel Draw

Figma

Imovie

AutoCAD

Monumento

Personal Interests:

Horseback riding and horse training, florbal, art, reading and also creative writing, oil painting and cooking