



ELENA STOJKOVSKA

GRAPHIC DESIGNER

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WORK EXPERIENCE

Lead Visual and Graphic Designer | Pabau Clinic Software

Feb 2022 - Present

- Creating brand identity, creative strategy and campaigns tactics alignment
- Create all social media presence including Twitter, Facebook, Instagram and Blogspot
- Defining requirements, visualizing and creating graphics including illustrations, layouts and photos
- Work with multiple departments on the website User Interface
- Creating a visualization of screens within a prototype framework
- Identifying design problems and devising elegant solutions
- Presenting ideas, concepts and design solutions

Graphic Designer | OnPoint Digital

Jan 2021 - Jan 2022

- Designing visuals and graphic solutions for social media and brochures
- Preparing materials for printing
- Helping with brand vision, creative strategy and campaigns tactics alignment

Graphic Design Intern | New Moment New Ideas

Oct 2020 - Jan 2021

- Creating visuals for promotional materials, billboards and decks
- Preparing graphic solutions for social media, web banners

Graphic Designer and Illustrator | Freelance

Jun 2019 - Oct 2020

- Created customized visuals for clients, mainly: logos, posters, brochures and book covers
- Prepared a selection of authentic graphic solutions for SEERma

Digital Printing Intern | Printing House 'Kiro D.Dandaro'

Jul 2019 - Aug 2019

- Preparing documents for print

Product Manager | Hospitality: Training Centre Akademik

Sep 2018 - Jun 2019

- Courses management
- Website maintenance (content ideas, copy and visuals)
- Social Media management
- Communication with potential participants and relevant stakeholders
- Market Research and reporting

SKILLS

Visual Design / Digital and Print Design, Branding, Illustration, User Interface Design, Prototyping, Creative problem-solving, Communication and Collaboration

EDUCATION

Semos Education | UX Design Academy

2020 - 2021

- Core subjects:
Web design process & Creative Thinking, User UX/UI principles, Web optimization and analysis, Career and project web methodologies, Design of adaptable website and mobile application

Djolev And The Arts | Academy of Visual Arts

2019 - 2020

- Core Subjects:
History of Art & Design, Digital Illustration, Graphic Design, Photo manipulation, Philosophy of Aesthetics, Intellectual property, Branding and Management
- Awarded: Best student

Brainster | Adobe Illustrator Course

2019

Faculty of Law | BA Legal Studies

2013 - 2017

ADDITIONAL ACHIEVEMENTS

Media& Art club creative video producer Youth Educational Forum

2016/17

Certificate for Leadership of Success Ford MI-DA Grand Motors & AEGEE Skopje

2013

Training Foundations of Leadership, Key Leadership Actions and Leadership and Emotional Intelligence
Awarded by Mr. Todd Geist,
The Procter & Gamble Company

TOOLS

Illustrator, Photoshop, InDesign
Premiere, After Effects
Figma, Adobe XD