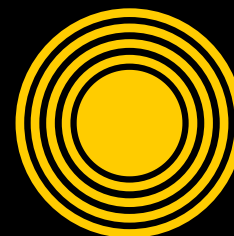




Portfolio

ANETA STOJANOWSKA
GRAPHIC DESIGNER





project management

MY TASK WAS TO CREATE A COHESIVE BRAND IDENTITY FOR TWO EVENT ORGANISATIONS. I HAD TO CREATE AN INNOVATIVE AND INSPIRATIONAL MESSAGE THAT RESONATED WITH THE EVENT VISITORS.

I MADE CREATIVE BRIEFS THAT COMMUNICATE THE SEASON'S EVENTS IN COLLABORATION WITH ARTISTS, PERFORMERS AND MARKETERS.

THE ROLE RESULTED IN THE COMPLETION OF PROJECTS FROM CONCEPT THROUGH TO COMPLETION SUCH AS PROGRAMMING, DESIGN AND PROMOTION OF THE EVENTS.



UX video design

MY TASK WAS TO WRITE UX BRIEFINGS FOR THE VIDEO MAKER AND GRAPHIC DESIGNER ON SHORT ANIMATED VIDEOS PRESENTING THREE DIFFERENT BRANDS.

IN THE RESEARCH STAGE, I DID TARGET AUDIENCE AND MARKET RESEARCH. IN THE PRE-PRODUCTION STAGE, I WROTE THE SCRIPTS AND DID STORYBOARDING. WHILE WORKING WITH THE VIDEO MAKER AND GRAPHIC DESIGNER ON GRAPHIC AND ANIMATION ASSETS, WE DID VIDEO EDITING WHILE ADDING SOUNDS SUCH AS MUSIC.

CLEAN AND BRIGHT DIGITAL ILLUSTRATIONS WERE ANIMATED INTO STORY AND THE MOOD AND TONE OF THE VIDEO MATCHED THE PREFERENCES OF THE TARGET AUDIENCE.



social media design

MY TASK WAS TO DESIGN IMAGES FOR FACEBOOK ADS WITH ORIGINAL VISUAL CONTENT FOR 3 BRANDS USING PHOTOSHOP AND ILLUSTRATOR.

I CREATED SKETCHES AND USED DESIGN RESOURCES SUCH AS IMAGES, ICONS AND TEXT STYLES AND I USED THESE TO MIX, MATCH AND MESSAGE.

AFTER 4 WEEKS THE TOTAL NUMBER OF CLICK-THROUGHS HAD INCREASED BY 75% AND WE HAD A CONVERSION RATE OF 18% RATHER THAN 3%.



blog design, SEO

FOR YOU ENTER AND DOOR! I HAVE CREATED A STRATEGY THAT INVOLVES A MARKETING CAMPAIGN, ALONG WITH NEWSLETTER, E-MAIL LISTING AND A BLOG THAT OFFERS FREE TICKETS IN EXCHANGE FOR E-MAIL ADDRESSES.

I HAVE CREATED SEO IMAGES AND EDITED BLOG ARTICLES THAT DRIVE ENGAGEMENT WITH THE BRAND AND TRAFFIC TO THE BLOG. I EDITED IN HTML/CSS USING THE RESPONSIVE DESIGN FOR MAILCHIMP.

I HAVE TRACKED THE CONVERSION ON RECEIVED NEWSLETTERS AND THE CONTENT WAS CLICKABLE AND SHARABLE, WHICH INCREASED THE CONVERSION RATE.



textile graphic design

MY TASK WAS TO ENSURE THE INTERPRETATION OF YOU ENTER DESIGN DIRECTION MET THE DESIRED CONCEPT AND THAT DESIGNS WERE EXECUTED AS PLANNED DURING THE MANUFACTURING OF INITIAL AND PRODUCTION SAMPLES.

I PREPARED TEXTILE GRAPHIC DESIGNS IN PHOTOSHOP INCLUDING SKETCHES. ALSO, I RESEARCHED AND DEVELOPED COLOR COMBINATIONS AND ACCENT COLORS FOR REVIEW BY THE PRINT COMPANY. I ALSO DEALT WITH MATERIALS, FABRICS AND RELATED MANUFACTURING PROCESSES.

mascot design



MY TASK WAS TO MAKE YOU ENTER BRAND CAMPAIGN MORE USER-CENTERED BY PROVIDING EMOTIONAL TRIGGERS THROUGH A MASCOT. I MADE PENCIL SKETCHES FEATURING POSSIBLE STYLES SO THAT THE GRAPHIC DESIGNER COULD MOVE ON TO CREATING A DIGITAL VERSION. I WROTE BRIEFINGS FOR THE CRAFT MAN TO MANUFACTURE THE MASCOT FOR SOCIAL MEDIA GRAPHICS, INCLUDING PRINT. THE MASCOT, CALLED "LEOPOLD," WAS USED IN LOGOS, INTERFACE ILLUSTRATIONS, HERO BANNERS AND STICKERS.



print



MY TASK FOR DOOR! AND YOU ENTER WAS TO PRODUCE DRAFTS, ARTWORKS AND DESIGNS FOR PRINT PRODUCTION AND THE FINAL DOCUMENT.

I HAVE DESIGNED IMAGES (LOGOS, SOCIAL MEDIA DESIGN, STICKERS, BUSINESS CARDS) IN PHOTOSHOP AND TRANSLATED THEM INTO PRINT-READY FILES FOR CORRECT OUTPUT.

I HAVE CREATED IMPACTFUL DESIGNS THAT CAPTURED AND PROMOTED THE BRANDS' VISION.



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thank you for your attention!

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