

# Tereza Smitková

Graphic and media designer

## MY PROFILE

I am a graphic and media design student with a sense of creative thinking, obsessed with preciseness and simplicity of artwork, and living in the creative universe inside my head. Always up for new challenges and I never stop searching for new styles and new forms of self-expression to improve my skills.

## EDUCATION

2018 – 2021

**University of creative communication, Prague**

Graphic and media design

2014 – 2018

**High school of trade and services, Teplice**

Graphic design

## EXPERIENCE

2018 – present

**Industrial coffee club**

Barista in a cafe. Taking care of social networks (Instagram, Facebook). Designer of a logo and visual identity of the entire cafe.

October 2019 – January 2020

**HMS s.r.o. - graphic design studio**

I completed my school internship here as a graphic designer and worked here on school projects.

New visual identity for a tourism area Kutnohorsko, Kolínsko, Čáslavko. Creating a logo, connecting visual elements that are projected in a unified visual style. Making posters and gift items.

Facelift of logo Koli – soda factory. New labels of beverages. Making effective marketing communication on social networks (Instagram, Facebook). Creation of thematic posters and billboards.

Typography (document editing, preparation of press materials)



## CONTACTS & PORTOFILO

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## SKILLS

- Effective communication
- Costumers Service
- Microsoft Office

### Adobe:

- Illustrator
- Photoshop
- Indesign
- After effects
- XD

### Hand skills:

- Drawing
- Illustration
- Procreate

## LANGUAGE

Czech (native)



English



German



## INTEREST

I am also a coffee and food lover, a human, who likes discovering new interesting places, and a passionate bookworm.