

» Hana Petržílková

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Experience

Graphic designer

part-time, Kreativní Kancel 2020–present

Involved in many aspects of the creative process, including briefing with clients, presentations and collaborating with people from other creative industries. Participates in creating content ideas as well as designing them and got experience in creating means such like:

- » social media content design
- » marketing and advertising design
- » key visuals
- » illustration
- » DTP

Publication design (*Povstalec*)

Self-employed 2020–present

Graphic design, typesetting, illustration and DTP

Redesigned school magazine led by literary students at our university. Now continue to work on the publication, providing basic typesetting, occasional illustrations, photo processing and pre-printing preparation.

Publication design (*Face to face*)

Freelance (?) 2019–2021

Graphic design, typesetting, DTP and accompanying material

Worked with a collection of students' texts inspired by WWII witness' stories and designed them into a publication in Czech and English language. Besides typesetting, I worked with period and present-day photos.

Smaller projects

- » **Logo design for a book project**
- » **Designing print materials for a book conference**
(brochure, nametags and certificate of participation)
- » **Designing worksheets for high school students**

Other mentions

Ranked among the top 20. in a poster contest *Moment of Courage* (Struggle for Freedom and Democracy Day themed) hosted by Skautský Institut in Prague.

Skills & Tools

Typography
Typesetting
Collaboration/teamwork
Presentation
Writing
Key visuals
Social media content creating
Wireframes and prototyping
Basic coding (HTML, CSS)
Illustration
Frame animation

Adobe Ai, Ps, Id
Figma
Markdown
Github

Other work experience

Beauty consultant

part-time, Yves Rocher 2017–2020

In-person consulting with clients and product promotion, shop window arranging, gift wrapping products and work at the cashier.

Education

Graphic and Media Design, BcA.

VŠKK Prague, 2022

Successfully absolved subjects: Digital design, Typography, Graphic and Media Design, Specifics of the advertising industry, Digital picture processing, Culture of written and spoken language, Media sociology and psychology, History of Art and Graphic design, Drawing class

internships:

- » Graphic designer for theatre association
(a non-profit organization)

output: Poster and theatre program for one of the performances, PF and flyer for another literary event.

Graphic design specialized High school

SŠ DUKE Náhorní Prague, 2019

Got experience with Photography, Identity and branding design, basics of 3D modelling (cinema 4d), Frame animation, Calligraphy, Hand printing techniques (screen printing, gravure printing, linocut), Painting

internships:

- » National Theatre workshops (scenery making)
- » Graphic designer in a publishing house