

Gergana Gergova

Motion Designer | Illustrator | Art Director

Contact

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Website

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My name is Gergana and I am a motion designer, illustrator and art director, working in the creative field since 2015. My focus is on creating charming visuals for brands that resonate with their audience.

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KNOWLEDGE

Creative Strategy	Motion Graphics
Art Direction	Motion Branding
Visual identity	Illustration Systems
Digital Design	Video Production

EDUCATION

Hyper Island Motion Creative

August 2014 - June 2015 / Stockholm, Sweden

As a proud Hyper Island alum, my education was hands-on and immersive. I worked on real client projects guided by industry leaders from top Motion Design studios in Stockholm and London. This experience not only sharpened my skills but also gave me a solid understanding of what the industry demands, making me a well-rounded and ready professional.

Hogeschool von Utrecht B.A. International Communication & Media

September 2010 - July 2013 / Utrecht, the Netherlands

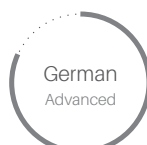
My Bachelor's degree in International Media and Communication gave me a strong foundation in visual communication and brand design. I took specialized courses in Corporate and Product Branding, Crossmedia Design, and Marketing Communication, learning to create cohesive brand identities and compelling visuals. My knowledge in Media Strategy and Change Management helps me ensure my designs are both striking and strategically sound. These skills have helped me excel as an Art Director, Motion Designer, and Illustrator, bringing creativity and strategic insight to every project.

National High School in Finance and Business Secondary Education

September 2005 - May 2010 / Sofia, Bulgaria

Graduating Management & Entrepreneurship specialty with German as a foreign language, vocational education in economics at High School level.

LANGUAGES



WORK EXPERIENCE

Gergova.com

Freelance Motion Designer, Illustrator & Art Director

August 2023 - present / Berlin, Germany

As a freelancer, I work in various creative fields like motion design, illustration, visual communication, and art direction. I love bringing ideas to life with dynamic motion graphics and detailed illustrations. I also shape impactful visual stories with a strong sense of art direction. My versatile skills help me deliver unique and engaging creative solutions for every project I take on.

United Partners

Art Director (Freelance)

August 2023 - / Sofia, Bulgaria (remote)

At United Partners, I focus on art direction and visual communication for 360-degree campaigns. I create and shape brand visual identities, come up with design ideas, and execute graphic design projects. Occasionally, I use my motion design skills to add a dynamic touch to our creative work, aiming to deliver impactful and memorable campaigns for our clients.

Deli Creative Collective

Motion Designer

October 2017 - July 2023 / Hamburg, Germany

As a motion designer at Deli Creative Collective, I loved bringing creative ideas to life. I developed and presented visual concepts, designed style frames, and created detailed storyboards. I also worked on illustrations and animations, making sure each project had a unique and engaging visual story for our clients.

Track Ltd.

Junior Art Director

October 2016 - May 2017 / Hamburg, Germany

At Track, I had the chance to create visual brand communication and motion graphics for Mini Cooper. I developed engaging visual stories that captured Mini Cooper's brand identity. Working closely with the team, I helped create motion graphics that resonated with the audience, boosting Mini Cooper's presence and making a strong impact in automotive visual storytelling.

Sehsucht Ltd.

Junior Designer

August 2015 - July 2016 / Hamburg, Germany

At Sehsucht, my role as a designer was diverse and dynamic. I did mood research to set the tone for projects and created detailed styleframes to visualize concepts. I also designed video production treatments, including storyboards, moodboards, illustrations, and 2D animations. This range of skills allowed me to contribute significantly to the creative process, shaping the visual narrative of various projects with innovation and expertise.