

Stiliyana Petrova

Senior Brand & Digital Designer



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Portfolio
iamstiliyana.com



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Location
UK
Also interested in remote/relocation opportunities in the EU

Experience



Uncapped

Nov 23 - Present

Remote

Digital Marketing Designer

- Currently leading a rebrand initiative, aiming to define a clear brand strategy and an updated visual language to support the new message.
- Collaborating with a team of designers and engineers to define brand guidelines and a design system to ensure a consistent brand identity and messaging across the entire organisation.
- Took charge of a number of design projects such as web design and implementation, social media assets, sales collateral and pitch decks, guiding them from conceptualisation to final delivery.
- Effectively collaborated with cross-functional teams including marketing, product, engineering, sales and revenue.



Martin Hopkins Design Agency

Jul 18 - Present

Remote/ Cardiff, UK

Senior Brand and Digital Designer

- Over 5 years of experience in building brands and websites from the ground up and evolving existing brand language through print and digital marketing materials.
- Led the design process and built high-performing websites for a number of brands, notably Melo Cymru - a bilingual digital hub of mental health resources with over 65,000 users.
- Established and maintained clear brand guidelines and design systems, ensuring consistent and impactful marketing efforts.
- Collaborated seamlessly with cross-functional teams, including design, marketing, and development, to efficiently deliver solutions aligned with business objectives.
- Kept up-to-date with industry trends and new technologies, enabling continuous improvement in design and marketing approaches.



CashCalc (now part of FE fundinfo)

Jul 17 - May 21

Remote

Graphic and Motion Designer

- Continued the development of an existing brand style for a SaaS startup and assisted in creating brand style guides and illustrative icons.
- Produced demo videos and promotional motion graphics that engaged thousands of financial advisers, enhancing brand recognition.



Niche IFA

Oct 17 - Mar 18

Remote

Graphic Designer

- Collaborated with the marketing department to create and launch a new brand identity, including developing the existing brand style and assets.



Freelance Brand Designer

2016 - Present

Remote

- Successfully developed and revitalised international brand identities for a range of clients, demonstrating a keen ability to shape and evolve brand recognition in line with market trends and client objectives.

Skills

Brand Strategy

Brand Design

Web/UI Design

Digital Marketing

Print Marketing

Motion Graphics

Video Editing

Social Media

Illustration

Project Management

Tools

Figma

Illustrator

Photoshop

InDesign

After Effects

Webflow

Notion

Canva

Google Suite

Veed

HTML

CSS

Tailwind

Education



University of Amsterdam

Building Brands & Brand Strategy



University of South Wales

BA(Hons) Graphic Communications

Certifications



W3Cx

Introduction to Web Accessibility

Certified via EDx



Google Digital Garage

Fundamentals of Digital Marketing

Credential ID XFK RCE JXT