

OVERVIEW

Professional with over 10 years of hands-on work experience in UI/UX design, rapid prototyping, and front-end development for rich Internet applications seeking a position in a challenging and exciting environment.

Practice user centered design principles basing design decisions on user needs and business goals.

Communicates well, driven to succeed, team player, thrives with intense deadlines and handling multiple projects. Embraces new technology and evolving methods. Always coaching and helping other team members grow.

WORK EXPERIENCE

KM Design Mar 2018 - Present
Creative Director/Owner

As the Creative Director I help clients identify and amplify their brand, connect with customers, and grow their business.

Sample of my responsibilities include:

- Set strategy and defines the goals, requirements, structure, navigation and functionality of effective and engaging user interactions
- Design and develop web solutions with a focus toward web-standards compliant code
- Produce user flows, wireframes, email templates and user interface specifications and assist in the development of UI/UX Requirements
- Help companies identify their brand and develop their marketing presence

FKQ Advertising Mar 2015 - Mar 2018
Associate Creative Director - Digital


As the Associate Creative Director I oversee our talented and award-winning creative services team and contributed to strategy and development as well as execution of integrated concepts that both support and amplify the strategy. I stay hands-on projects and when needed support the execution of all digital pieces. As ACD, I oversee brand standards, design and user experience across print, web and mobile applications and other marketing assets. Additionally, I evaluate, coach/mentor and hire creative talent to support both current and planned capabilities as the team grows and evolves.

EDUCATION

Sep 2005 – May 2008
Missouri State University
Springfield, MO, USA
Bachelor of Science in
Electronic Arts/Multimedia

Sep 2005 – May 2008
Missouri State University
Springfield, MO, USA
Minor in Design

Sep 2000 – May 2005
Technical University -Varna
Varna, Bulgaria
Electronic Engineering



WORK EXPERIENCE

Sample of my responsibilities include:

- Lead the Digital creative team and provide editorial and art direction
- Ensure that design strategy and execution align with the end-user needs, brand positioning and business requirements
- Set strategy and defines the goals, requirements, structure, navigation and functionality of effective and engaging user interactions
- Design and develop web solutions with a focus toward web-standards complaint code
- Ensure code and visual work hand-in-hand and are consistent with project strategies
- Produce user flows, wireframes, and user interface specifications and assist in the development of UI/UX Requirements
- Provides creative and UI/UX guidance to others

Staples Prmotional Products

Feb 2011 - Mar 2015

Senior Art Director/UI & UX Designer

As the Senior Art Director/UI & UX Designer, I drove the end-to-end user experience ensuring that we build the minimal viable product; incorporate user centered design techniques; and optimize the experience by analyzing usage data.

Sample of my responsibilities include:

- Design and develop web solutions with a focus toward web-standards complaint code
- Provide fluid and responsive web development support
- Ensure code and visual work hand-in-hand and are consistent with project strategies
- Produce user flows, wireframes, and user interface specifications
- Assist in the development of UI/UX Requirements
- Initiated and managed UI/UX research and testing
- Provides creative and UI/UX guidance to others
- Support automated solutions that enable better efficiency and process improvement
- Design and build all eCommerce marketing creative
- Design, build and maintain the company blog

816.807.1032

kalinka.mazreku@gmail.com

www.kmazreku.com

NOTABLES

2017 ADDY Web site
Award Winner
(Habitat of Humanity of Pinellas County)

2016 ADDY Web site
Award Winner
(FKQ Holiday Campaign)

2012 GDUSA Web site
Award Winner
(Hyundai eStore)

2012 GDUSA Web site
Award Winner
(NBC eStore)

2012 GDUSA Web site
Award Winner
(Enterprise eStore)



WORK EXPERIENCE

PlattForm Advertising
Senior Web Designer

Aug 2008 - Feb 2011

816.807.1032

kalinka.mazreku@gmail.com

www.kmazreku.com

As the Senior Web designer I provided design leadership and had the the responsibility of creating simple and delightful user experiences utilizing principals of user-centered design.

Sample of my responsibilities include:

- Produce web and electronic creative design for company and clients sites.
- Produce user flows, wireframes, and user interface specifications
- Interact with clients to help them develop their web identities
- Ensure that web team is on task and meets deadlines
- Provides creative guidance to others
- Drupal and Wordpress development
- Design and build email creative

Missouri State University
Multimedia Assistant

Sep 2007 - May 2008

Sep 2006 - May 2007

- Design and build enhanced CDs and DVDs
- Help with the design and optimization of web sites
- Non-linear editing of video materials

STRENGTHS & SKILLS

- | | | |
|-------------------------------|---------------------|----------------|
| • Interaction Design | • Adobe Illustrator | • HTML5 / CSS3 |
| • Rapid Prototyping | • Adobe Photoshop | • Javascript |
| • Visual Designs | • Adobe InDesign | • jQuery |
| • User Research | • Balsamiq | • XML |
| • Usability Testing | • Fireworks | • PHP |
| • Creative Strategy | • Dreamweaver | • Actionscript |
| • Web Design/Development | • Flash | • ASP .NET |
| • Graphic Design/Illustration | • FinalCut Pro | • Axure Pro |
| • Brand Development | • Visual Studio | • Sketch |

NOTABLES (CONT.)

2011 GDUSA Web site
Award Winner
(*StaplesPromotionalProducts.com*)

2010 Hermes Creative
Award Winner

2009 Hermes Creative
Award Winner

2008 Honorable Mention in
the Multimedia/Web category
of the Missouri Broadcast
Educators Association