

# DEX ILIEV

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## ABOUT ME

My name is Desislav (Dex) Iliev and I am a Graphic, Web and Motion Designer with proven ability to work all various aspects of design, traditional branding, marketing, and advertising, as well as, web design and motion graphics/animation.

I have significant experience managing print and interactive projects, in-house staff and freelance designers. I have excellent design aesthetics and efficient time management skills. I enjoy finding creative solutions through technology and design, while maintaining superb quality and within budget.

I am passionate about emerging technology, branding and marketing strategies and new design trends.

## MY SKILLS



Web Design /  
Web Development



Print Design /  
Layout



Video Editing /  
Animation



Digital Art /  
Illustration



Photography



Branding



Marketing



Project Management

## TOOLS I USE

Illustrator | Photoshop | InDesign | After Effects | Premier | Audition | Figma  
HTML | CSS | PHP | JavaScript | React | VS Code | Webflow | Wordpress | Windows | Mac OSX

## MY EDUCATION

2002 – 2006 University Of Veliko Tarnovo  
Major – Orthodox Christian Icon Painting  
Veliko Tarnovo, Bulgaria

## WHERE I'VE BEEN

December 2011 – February 2015

### Highland Baking Co. / Muise Innovation

Graphic and Web Designer

- Creating menus, teasers, books, brochures, cards and other advertisement materials
- Working on package design
- Complete redesign of the website and maintaining online database
- Creating video teasers and animations used in presentations
- Creating e-mail blasts using MailChimp and Constant Contact

February 2015 – September 2016

### GKIC

Graphic Designer

- Setting design language and aesthetics of marketing materials and collateral
- Managing a small team of freelance designers
- Playing active role in every design element presenting the company, its products, website and events
- Managing projects – communicating with copywriters, designers and printer to ensure all goals are met before deadlines
- Creating video animations used as event intros, teasers and for marketing purposes
- Complete rebranding of membership levels and events (created new logos and marketing materials)
- Designing web pages for annual events, product launches and special offers

March 2017 – February 2019

### Creative Powers

Senior Graphic Designer / Web and Motion Designer

- Responsible for print layout, web design and maintenance, branding, animation, email campaigns, and photography
- Managing junior and freelance designers
- Playing an active role in every design element presenting the company, its products, website and events

March 2019 – March 2026

### Nextpoint

Marketing Designer / Interactive Designer

- Responsible for interactive web ads, website maintenance, video creation, animation, brand evolution
- Supporting sales and marketing teams with graphic assets
- Playing an active role in every design element presenting the company, its products, website and events