



# MARTINA BORECKA

DIGITAL DESIGNER

## SUMMARY

I am a Graphic Designer with over 10 years of industry experience. I have held a similar positions, where I performed very similar tasks with impactful results for over eight years. I am a friendly person with positive attitude and I enjoy collaborating with like-minded individuals while focusing on superior results. I believe with my mix of skills and personality, I would be a huge contribution to team.

-8 years as an in-house designer for multiple industries, 5 years of experience as a freelancer.

-Experienced in branding, marketing campaigns, web design, illustrations, both print and digital.

-Strong multitasking skills and effective time management.

## ABOUT

**My character:** detail-oriented, problem solver, highly motivated, cooperative, friendly, hard working, work well under pressure, flexible, ambitious, humorous, outgoing, logical

**My strengths:** creativity, imagination, intuition, non-verbal communication, visualisation, positive thinking, self-doubt, problem-solving, aesthetics, thinking out of the box

## SKILLS



- Social Media
- Branding / CID
- Web design
- Typography
- Logos / Icons
- Motion design
- Concept Design
- Video editing
- Drawings
- Illustrations
- Merchandise
- Photography
- Paintings
- Printing
- DTP
- Infographic Design

## EXPERIENCE

2020 - 2025

### DIGITAL DESIGNER - CREATE MUSIC GROUP (CA / US)

-Developed color palettes, logos, illustrations, font styles, imagery and other UI elements for brand guidelines.

-Created appealing web pages, email newsletters and marketing materials.

-Designed static and animated assets for social media, ensuring consistency across various media channels.

-Designed and maintained the corporate website while collaborating with developers, UX / UI Designers and cross-functional teams.

-Increased customer engagement by creating effective campaigns, direct mailers, landing pages and emails.

-Supported the Sales team by creating visually appealing presentations, documents and other business collateral.

2015 - 2020

### GRAPHIC DESIGNER - FREELANCE (CZE / BC, Canada)

-Focused from branding and website design to content marketing.

-My role was everything design-related – branding, advertising, online marketing, photography, murals, preparing data for print, proofing and communicating with clients and suppliers.

2012 - 2015

### GRAPHIC DESIGNER - HORSEFEATHERS (CZE)

Clothing snowboard company in Europe, founded in BC, Canada

-Conceptualized and designed logos, brochures, ads, banners, static and animated assets for social media, ensuring consistency across various media channels

-Created appealing marketing materials and email newsletters

-Designed prints on apparel, seasonal stickers, magazines, billboards, catalogues and working closely with different teams.

## EDUCATION

2008-2014

### Ladislav Sutnar Faculty of Design and Art (CZE)

- Level of education: **MgA. (Magister of Art)**

- Specialization: Graphic Design

- Training: Intermedia

### ESART- School of Applied Arts, IPCB (POR)

- Erasmus student - winter semester

## CONTACT

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