



Dhara Mircheva, a graphic designer and illustrator with a Postgraduate Degree from London College of Communication. Experienced in print and digital design.

Portfolio: mirchevadesign.com

Contact

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Education

2015-2016
PGCert Design for Visual Communication
London College of Communication

2007-2012
Bachelor's Degree in Fashion Design
Varna Free University, Bulgaria

Work experience

01.11.2018 - Present
Graphic Designer at By Terry

Responsibilities included:

- Overseeing execution of concept development - including photography, online destinations, video & email. Design and build of all By Terry's marketing emails.
- Support design rationale with solid design theory, industry knowledge and E-Commerce understanding. Designing assets and product images to go consistently across website, social media channels, email marketing campaigns.
- Being accountable for the quality of output for all creative work.
- Adopting a 'hands-on' approach to help the team with concept development - creating an inspiring, positive culture through leading creative thinking and brainstorm sessions.
- Attend regular meetings with marketing and content team to discuss upcoming content, briefs, launches and collaborations and provide updates on current project progress.
- Being the brand visual guardian with the creative flair to be able to deliver the right look and feel for By Terry across all platforms. Own and constantly refine our visual identity.
- Maintaining awareness of our competitor's latest email, branding & campaign activity relevant to the scope of the brand.

01.04.2018 - 14.07.2018
Freelance Graphic Designer at Pai Skincare

- Directing product photography sessions, retouching, photography and implementing it into a final design product.
- Designing packaging and print and web materials for the brand.

15.07.2016 - 01.03.2018
Junior Graphic Designer at The Leadership Network, London

Skills

**Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects, Sketch
HTML and CSS Photography, Illustration, Drawing**