



LENKA DEYL

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EDUCATION

LAROCHE COLLEGE
GRAPHIC & COMMUNICATION DESIGN

2013+

LENKA DEYL DESIGN
FREELANCE GRAPHIC DESIGNER

2012

STEPHEN SZABO SALON
GRAPHIC DESIGNER

2011

EMPTY SPACE DESIGN
GRAPHIC DESIGNER

2009

NAKTURNAL
GRAPHIC DESIGNER

EXPERIENCES

Have been designing and producing creative solutions for a variety of clients, some of which come from America, others from Europe. My clientele mostly consists of start-ups and independent individuals. I mainly produce logo and identity designs, branding, invitation designs, web layouts, and promotional materials. I also have produced custom lettering, pattern design, photographs and on occasion, fine art works.

Unified the brand by redesigning the website and applying the new concept in design and production for various promotions and events. Conducted in-depth research of the market, consumer behaviors, and their preferences. Advised and formulated marketing strategies to increase sales and clientele in the salons. Created a new structure for the employee training and hiring program. Wrote press releases, planned promotional events, and maintained social media presence.

Developed identity system for Empty Space Design. Designed various logos, promotional materials, packaging, posters, brochures, websites, books, fonts, architectural drawing templates, client profiles and databases.

As an intern, developed promotional material, brochures, identity systems, and logos.

SKILLS

ILLUSTRATOR	◆	◆	◆	◆	◆	◇
PHOTOSHOP	◆	◆	◆	◆	◆	◇
INDESIGN	◆	◆	◆	◆	◆	◇
FLASH	◆	◆	◆	◇	◇	◇
FINALCUT	◆	◆	◆	◇	◇	◇
FONTGRAPHER	◆	◆	◆	◆	◇	◇

INTERESTS

IDENTITY DESIGN + BRANDING
 TYPOGRAPHY + LETTERING
 PATTERN DESIGN
 PHOTOGRAPHY
 PRINT DESIGN
 ILLUSTRATION
 COLOR THEORY
 FINE ARTS
 TRAVELING
 FILM

LANGUAGES

ENGLISH	◆	◆	◆	◆	◆	◆
SLOVAK	◆	◆	◆	◆	◆	◆
CZECH	◆	◆	◆	◆	◇	◇
HUNGARIAN	◆	◆	◇	◇	◇	◇

www.lenkadeyl.com

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