

SILVIYA MANCHEVA

Freelance Graphic designer

Packaging design & Visual identity

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SKILLSETS

DESIGN SKILLS

Packaging Design
Visual Identity
Layout & Composition
Color theory
Typography
Visual hierarchy
Infinite Pattern Design
Flat Illustrations
Iconography
Print & Digital

SOFT SKILLS

Time management
Problem-solving
Communication
Creativity
Empathy
Attention to detail

TECH SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe Dimension

WEB SKILLS

WordPress
Elementor

EXPERIENCE

FREELANCE GRAPHIC DESIGNER

February 2018 – Present

- **Communicated with a global, diverse client base** to define project requirements, establish timelines, and set budgets.
- **Transformed client briefs into effective visual solutions** while working within strict brand guidelines.
- **Managed design projects from ideation to final delivery**, providing **art direction** and leading the creative process from initial brainstorming through concept development to execution.
- **Developed conceptual design solutions**: translating ideas into effective brand assets with compelling layouts and clear visual concepts.
- **Created a wide variety of design assets**: including illustrations, custom script typography, icons, backgrounds, and patterns.
- **Designed a wide variety of materials**: Packaging, labels, logos, identities, brochures, flyers, booklets, activity books, invites, POS displays, magazine ads, social media visuals, and other ad hoc design tasks.
- **Produced both digital and print assets** for a range of clients – from startups and small businesses to established companies.

EDUCATION

Diploma in Graphic design
May 2015

RECOGNITION & AWARDS

- **Packaging design for 'Guilty' Ice Cream, nominated for Best Packaging Design at Design Rush (2024)**, recognized among top industry designs.
- **Invitation for a lecturer from SoftUni Creative.**
- **Multiple Design Contest Awards.**