



CV

Dinko Zhelev Gospodinov — Gradinko

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portfolio: gradinko.com

EDUCATION

- 1997-2002:** **American University in Bulgaria**, Blagoevgrad
Major: Political Science and International Relations; GPA 3.28/4.00
- 1992-1997:** **Romain Rolland English Language School**, Stara Zagora.
Diploma 5.65/6.00
- 1995-1996:** **Blundell's School**, Tiverton, UK (as a Soros scholar)
A-Levels: Biology - B, Combined Design & Technology - D, Art and Design - A

WORK

- winter '16 - winter '21:** **Digital art director** at advertising agency The Smarts;
design and coordinate production of web and mobile projects.
- temp project winter '19:** **Design lead** for an Accenture project (Generali app design for Bulgaria);
coordinate the local design team to develop the app UX and UI from the components in the global design system of the company.
- winter '11 - winter '16:** **Freelancer** at Gradinko EOOD; mainly web and mobile clients, UX/UI.
- autumn '08 - winter '11:** **Art director** at design agency Carré Noir Sofia (part of Publicis Gruppe);
web projects and corporate branding.
- spring '07 - summer '08:** **Senior designer** at Acolytes;
visual concepts and graphic design for internet, UX/UI, animation concepts.
- autumn '05 - spring '07:** **Art director for web** at Kalteswasser Multimedia;
visual concepts and graphic design for internet, animation concepts and supervision of the production process, UX, advertising content for web.
- spring '04 - autumn '05:** **Graphic designer** at Ogilvy & Mather in Sofia;
primarily print design, advertising creative, art direction of smaller projects.
- winter '03 - spring '04:** **Graphic designer** for ICYGEN; mainly web design and some packaging.
- autumn '01 - winter '03:** **Lead designer** for AdVenture Studios and consecutively Melon Technologies. AdVenture merged with a software firm and formed Melon Technologies;
web and print design, visual concepts for advertising and edutainment, corporate branding
- '02 - '09:** **freelance illustrator** - Bulgarian lifestyle magazines (Egoist, 1, Intro, Capital Lite)

EXHIBITS

- Hamburger mindscapes, 2008** - solo exhibit: photocollages of Hamburg's architecture
- Masters remastered, 2009** - group exhibit (curator and participant): contemporary Bulgarian artists and designers remixing the country's visual heritage. Part of Sofia Design Week '09
- Пренареждане (Reshuffle), 2009** - group exhibit: ideas for making Sofia a better city. Part of Sofia Architecture Week '09

SKILLS

Combined experience: digital design: 15 years, corporate identity & branding: 10 years, UX/UI: 6 years, print: 5 years.
Adobe Photoshop, InDesign and Illustrator, Figma, some Sketch, basic knowledge of HTML/CSS/Wordpress; miscellaneous manual painting and drawing techniques, fluent English.
Good writing and editorial skills.
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