

Who

**Imaginative,
insightful,
independent,
grounded,
tenacious,
considerate,
composed,
curious,
critical thinker...**

I am a reliable designer, photographer, and production artist with 18 years of professional experience (in the USA and in Europe), who enjoys working on a variety of projects that involve different stages of the creative process. I have a vast experience in translating ideas into visual content, whether it's for publication/editorial, branding, social media, or other marketing materials.

My strength lies in my adaptability, responsiveness, meticulous & caring creative approach, thinking about the big picture, as well as the smallest details. I am a natural problem solver and mediator bound to tackle any challenge in a sensible and diplomatic way. I am optimistic, open-minded, and imaginative.

I get inspired by intelligent design, sustainable fashion and practices, architecture, travel, arts, quantum physics, geometry, as well as simple beauties of our everyday life.

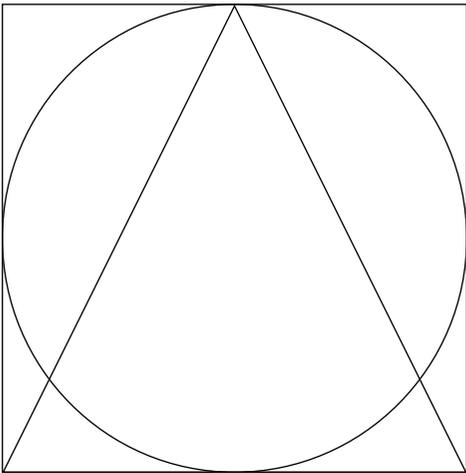
What

MY STRENGTHS

- **Optimistic & resilient attitude**
- **Open-minded & flexible**
- **Passionate & energetic**
- **Dedicated & hard-working**
- **Empathetic**

MY SPECIALITIES

- **Logo Design & Visual Identity**
- **Branding Development**
- **Publication & Editorial Graphic Design**
- **Marketing Visuals**
- **Social Media Content Creation**
- **Digital Photography & Photo editing**



Why

" Lucia is a pleasure to work with and I have found her knowledge in her field wide ranging. Lucia can not only deliver great work from a digital perspective but has a great eye with the paintings she creates from an artistic 'old school' point of view. Lucia is a very positive person to have around and I would whole heartedly endorse her to anybody who has the good fortune to work with her on future projects."

Antony Sayer

Creative Lead, (Formerly) OLIVER

" We interviewed several freelance candidates for a particularly busy period of work. Within 10 minutes of meeting Lucia and going through some of her work, we knew we had found the right candidate. Lucia is an absolute joy to work with. She fitted into and worked alongside the team seamlessly, understanding the complexities of the brief/s working at speed and accuracy. I would have no hesitation in hiring Lucia again. A consummate professional. Highly recommended."

Gursh Matharu

Creative Director, (Formerly) ADM Promotions

" Lucia is an excellent freelance designer who came to our rescue when we needed urgent help. She was able to jump right in and work with minimal supervision. Lucia is a well rounded designer and she delivered great results on time. The entire team enjoyed working with her so much that we tried to get her back for other projects, but being so popular made her hard to come by. Therefore anyone who gets to work with Lucia should count themselves lucky."

Joerg Metzner

Design Director, Rand McNally

" Lucia has helped me in producing various pieces of artwork, from exhibition stand designs, through to detailed product brochures. She rapidly understands the brief for any project and works quickly to produce beautiful, fresh designs. She is responsive and always delivers on time."

Chris Jones

Founder of The Knot Agency

" Lucia has always been a joy to work with. She has an excellent work attitude and does what it takes to get the job done correctly and on time. She grasps difficult concepts quickly and comes up with creative solutions when time is short and the volume of work to complete is high. Lucia is an asset to any company that works with her."

Amy Cleary

Education Manager, JACH

" I was very fortunate to work with Lucia on a few projects. Lucia was very quick picking up what I was trying to accomplish. She would always do whatever it takes to get the job done. Lucia is creative and very detail oriented. I liked her work very much!"

Stephanie Conrady

Product Manager, Uline

RÉSUMÉ

LUCIA RUSINAKOVA | lucia@bringintoreality.com | +1 224 246 0024 | www.linkedin.com/in/luciarusinak



Profile

- **Self-motivated, enthusiastic, and resourceful designer with excellent attention to detail**
- **Flexible, reliable, and versatile creative with 18 years of experience collaborating with professionals at all levels**
- **Experienced in complete creative processes – conceptual, design, and artwork production**
- **Expert in producing large documents and proposals with speed and accuracy**
- **Able to understand and interpret briefs quickly, manage and prioritize multiple projects simultaneously**
- **Proven track record of completing and delivering projects on time**



Specialties

Skills

Applications

- Publication and editorial
- Branding and corporate identity
- Marketing collateral
- Bids and proposals
- Digital photography
- Image retouching
- Mac and Windows operating systems
- Experienced in print preparation and production using PMS, four-colour processing and special print finishes

ADVANCED: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, QuarkXPress

INTERMEDIATE: Microsoft Word, PowerPoint, Excel, Adobe Fireworks

BASIC: Adobe After Effects, Adobe Premiere Pro, Dimension, Dreamweaver, HTML



Experience

SENIOR GRAPHIC DESIGNER, PHOTOGRAPHER

04/2016 - Present
FREELANCE

CLIENTS: AbelsonTaylor (USA), Assurance Agency (USA), BOA & BUSarchitektur (Austria), Graphic Cell (USA), Human Dignity Trust, The Knot Agency, Martorelli lab, Minority Rights Group, Neoscape (USA), ORVEDA, Rooster Punk, Savills, Theo+Theo, UHA London.

Over the past several years I have been **contracting** at various companies and organizations, and **collaborating** with marketing and creative teams to develop brand proposals, marketing visuals, presentations, and documents that enhance their brand's presence and share relevant messages.

My work covers a wide range of **short- and long-term** (2+ years) contracts, including conceptual graphic design, branding consulting, layout design, artworking, imaging, and photography. My specialties include **logo design, visual identities/branding, editorial, booklets, reports, case studies**, as well as imagery for exhibitions, digital presentations, and social media.

GRAPHIC DESIGNER

11/2014 - 04/2016
OLIVER MARKETING, LONDON, UK

Initially brought in for a week-long freelance job to design and produce a proposal document, my contract with Oliver prolonged for six months. I was then **offered a permanent position** within their KPMG in-house team.

My everyday tasks included concept brainstorming with the team, mocking up visuals, retouching images, creating infographics, designing, preparing brochures and extensive documents for bids, as well as other marketing and events materials for **KPMG**, and eventually other accounts, such as **AA, Amlin, AXA, Clarion, Samsung** and **Starbucks**.

The role was often client-facing, requiring **direct interaction with senior partners**, directors, and project managers while **adhering to very tight deadlines**. At times, I would also contribute my photography skills to enhance and speed up the team's creative process.



Education:

DEPAUL UNIVERSITY
Chicago
BA (with Honors)
Graphic Design
2000 - 2004

Certifications:

THE SECRET POWER OF BRANDS
(Short Course Certificate,
UNIVERSITY OF EAST ANGLIA)

After Effects CC 2019
Essential Training: The Basics

Languages:

English (Fluent)
Slovak (Native or Bilingual)
Polish (Limited Working)
French (Intermediate)
Spanish (Basic)

Interests:

Painting
Drawing
Writing
Travelling
Interior design
Architecture
Sustainable practices
Beauty
Culture
Movies
Music

GRAPHIC DESIGNER, PHOTOGRAPHER

10/2012 - 11/2014
FREELANCE

CLIENTS: ADM Promotions, BOA büro für offensive aleatorik & BUSarchitektur (Vienna); CPH Consulting, Migi lab Ltd., TNT Magazine, Xuna Design

With only two years of living in London, I decided to take the leap and pursue freelancing. One of the most exciting and challenging (long-term) contracts I worked on was the final stage of Campus WU development in Vienna, Austria.

ACCOMPLISHMENT: Successful completion of *Campus WU: A Holistic History* — a **384-pages-long architectural book**, produced in three languages. I was the sole graphic designer, working in collaboration with various imaging and architecture teams under the creative direction of Laura P. Spinadel. I developed the **layout concepts** and **page templates**, as well as typeset the entire book, and oversaw the print production. Additionally, I also **designed and produced** the *Campus WU Pre-opening Booklet*, as well as DVD packaging and layouts for screen presentations.

SENIOR GRAPHIC ARTIST

04/2010 - 08/2012
INTERVAL INTERNATIONAL, LONDON, UK

ACCOMPLISHMENT: Regularly recognized for my **accurate and fast turnaround typesetting** as well as imaginative designs for direct mail and ad pieces.

RESPONSIBILITIES:

- **Magazine (page) layout design** and **typesetting (in 8 languages)** on time and with minimal corrections needed
- Brainstorming, researching, collecting imagery, and designing various direct mail, promotional and editorial pieces
- Daily production and preparation of existing documents for print: image manipulation, art creation and modification.

GRAPHIC DESIGNER, PRODUCTION ARTIST

10/2005 - 01/2010
THE CREATIVE GROUP, CHICAGO, IL, USA

CLIENTS: North American Paper Co., Rand McNally, Initiate Systems, Wells Lamont Industrial, Quarasan Group, Integrated Merchandising Systems, Jacobs & Clevenger, Chandler Group.

I spent over four years freelancing through The Creative Group, working on short- and long-term projects for a variety of clients.

ACCOMPLISHMENT: A 2-year-long contract with Quarasan Group, as well as being a go-to freelancer for several clients who booked me repeatedly.

RESPONSIBILITIES:

- Researching and collecting information and imagery for various print and web projects
- Designing layouts for marketing materials, such as catalogues (**Purina Mills, Wells Lamont**); POP signage (**Home Depot**); packaging and displays (**Rand McNally**); product flyers, brochures and product logos; publication pages & covers, corporate identity, print advertising, and more.

GRAPHIC DESIGNER, PHOTOGRAPHER

11/2004 - 05/2005
BLUE MEDIA STUDIO, PRAGUE, CZECH REPUBLIC

ACCOMPLISHMENT: Being picked as the **principal designer for two of the company's clients** while being the newest and youngest addition to the creative team of Blue Media.

RESPONSIBILITIES:

- Creating print materials, such as business cards, calendars, flyers, posters, postcards, brochures and other promotional pieces
- Taking part in the development of packaging for Dermacol cosmetic products
- Photographing various objects and editing the photos.

IMAGING SPECIALIST INTERNSHIP

09/2003 - 09/2004
MAURICE SPORTING GOODS, NORTHBROOK, IL, USA