



# ISKRA BRANKOVA

WEB • UI • UX • GRAPHIC DESIGNER

## PERSONAL PROFILE

Creative Web & Graphic Designer with strong experience in **digital & print marketing visuals, landing pages, and brand communication.**

Skilled in translating business goals into engaging visual campaigns across **web, email, social media channels, and print.**

Experienced in designing **responsive web layouts, marketing assets, and branded materials** while maintaining consistency within **design systems** and **accessibility standards.**

Adept at **collaborating** with marketing, product, and development teams to deliver impactful design solutions for digital products and campaigns.

Passionate about **visual storytelling, creative experimentation, and building design concepts** that drive engagement and conversion.

## EDUCATION

**TECHNICAL UNIVERSITY OF SOFIA, BULGARIA**  
IN PROGRESS

Master's Degree in  
Computer and Software Engineering

**UNIVERSITY OF SOUTHERN CALIFORNIA, USA**  
GRADUATED 2014

Bachelor's Degree in  
Art and Web/Graphic Design

## CERTIFICATES

**Optimove Certified Professional** Optimove

**Foundations of User Experience (UX) Design** Coursera

**Programming Basics** Software University

## LANGUAGES

BULGARIAN



ENGLISH



## WORK EXPERIENCE

Web Designer

Internovus | 2015 — Present

- Designed responsive landing pages, promotional emails, and digital marketing visuals
- Created banners, social media visuals, and campaign graphics supporting product marketing initiatives
- Developed HTML email templates, popups, and promotional assets for CRM campaigns using platforms such as Customer.io, OmniX, and Optimove
- Built scalable Figma design components and design libraries used across B2B applications
- Applied accessibility principles (WCAG) and responsive design practices to ensure inclusive user experiences
- Collaborated cross-functionally with developers, product teams, marketing specialists, CRM teams, and customer support to deliver cohesive digital experiences
- Facilitated idea-generation sessions and design thinking workshops to encourage innovation and creative problem-solving
- Utilized artificial intelligence (AI) tools

Designer

KPMG | 2015

- Designed corporate marketing materials including brochures, books, presentations, and branded publications
- Created visual assets for social media communication and corporate campaigns
- Developed in-house branded materials and visual communication elements for internal teams
- Designed stage visuals and marketing materials for KPMG's annual corporate event in Bulgaria
- Produced visual materials supporting legal and analytical departments
- Photographed corporate seminars and events, producing professional visual content for company communication

## SKILLS

**Design:** Web Design, Graphic Design, Landing Page Design, Campaign Design, Social Media Design, Email Marketing Design, Branding & Visual Identity, Illustration & Drawing

**Design Tools:** Figma, Illustrator, Photoshop, InDesign

**Development Tools:** IntelliJ IDEA, Visual Studio

**CRM Tools:** CIO (Customer IO), OmniX, Optimove

**Technical:** HTML, CSS, Java, Responsive Design, Accessibility (WCAG)

**Platforms:** Customer.io, OmniX, Optimove

**Collaboration:** Jira, Monday.com, Microsoft Office Suite