

SIMANA DIMITROVA

VISUAL COMMUNICATIONS DESIGNER

Contact

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Profile

Visual communications designer specializing in brand development, illustration, user experience (human-centered design), data visualization, and photography. Innovator with expertise in creating bold, impactful content across web, email, social, and print platforms. Excellent communicator with experience in visual storytelling, delivering insightful presentations, and recommending proactive design solutions to leadership. Adept at integrating current trends and cutting-edge concepts into design projects that captivate audiences.

Skills

Visual Communications	Teamwork
Graphic Design	Leadership
Brand Development	Communication
Visual Identity	Strategic Thinking
Illustration	Problem Solving
UI & UX Design	Work Ethic
User Experience	Flexibility/Adaptability
Audience Engagement	Interpersonal
Photography	Creativity
Data Visualization	Innovation
Project Management	
Marketing Activities	
Content Development	

Software

Adobe Illustrator	Adobe XD
Adobe InDesign	Figma
Adobe Photoshop	Microsoft Office
Adobe Acrobat	(including SharePoint)

Professional Development

Cornell University, User Experience Design Certificate
American Institute of Graphic Arts, Member
Arbinger Institute, Outward Mindset Training

Education

2006 - 2008
BABA, MARKETING
University of Washington
Tacoma, WA

2002 - 2005
DIGITAL DESIGN
Pierce College
Lakewood, WA

Experience

May 2020 - Present

VISUAL COMMUNICATIONS DESIGNER

WA State Department of Enterprise Services (DES)

- Developed and implemented the guidelines and templates of the newest brands for WA State Capitol Campus and DES, ensuring visual identity consistency across platforms.
- Designed event branding for various statewide contracts and procurement events.
- Curated imagery, designed marketing kits and series of advertisements to promote various campaigns, initiatives, and public events.
- Produced multiple engaging and informative presentations for agency leadership, enterprise training videos, and live training sessions.
- Regularly consulted on design direction, format, media, and distribution to best achieve projects' objectives.
- Led the UI/UX design of the new WA State Employee Assistance Program website including a major EAP brand refresh to improve user experience, user engagement, and accessibility.
- Directed the implementation and integration of Bynder to streamline management of agency's digital assets and branded materials.
- Created interpretive signage for Capitol Campus, elevating the new brand, and enhancing aesthetic appeal.
- Designed vehicle wraps promoting enterprise services and to bolster visibility of the DES brand.

October 2015 - May 2020

VISUAL COMMUNICATIONS DESIGNER

WA State Department of Health (DOH)

- Led multiple projects across platforms including print design, illustrations, ebooklets, web layouts, and photography.
- Proposed creative concepts to senior management, including novel methods of connecting with the public and partners.
- Established the DOH's first visual identity.
- Developed a comprehensive portfolio of templates to ensure brand consistency through internal and external communication.

October 2007 - September 2015

DESIGN & COMMUNICATIONS CONSULTANT

Public Health Improvement Partnership (PHIP)

- Served as project manager for the creation of all marketing communications.
- Created the Partnership's web presence, visual identity, and produced on-brand content.
- Collaborated on key initiatives with industry experts, stakeholders, and partners.