

SIMANA DIMITROVA

VISUAL COMMUNICATIONS DESIGNER

Contact



simanadimitrova@gmail.com



simanadimitrova.com



360 480 7401

Profile

Senior graphic designer specializing in visual communications, brand development, illustration, web design, photography, and user experience. An innovator with expertise in creating bold, impactful content across web, email, social and print platforms. Excellent communicator with experience in 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	Problem Solving
Web Design	Work Ethic
Photography	Flexibility/Adaptability
Project Management	Interpersonal
Client Engagement	Creativity
Marketing Activities	Innovation
Content Development	
User Experience	

Software

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat
Microsoft Office

Experience

2015 - **VISUAL COMMUNICATIONS DESIGNER**
present Washington State Department of Health

Led multiple projects with competing priorities across platforms including print design, illustrations, ebooklets, web layouts, and photography. Frequently proposed creative concepts to senior management, including novel methods of connecting with the public and partners. Established the agency's first visual identity. Developed a comprehensive portfolio of templates to ensure brand consistency through internal and external communication. Implemented a design asset management system to manage the agency's first photo library. Directed the redesign of the agency's intranet portal.

2007 - **DESIGN & COMMUNICATIONS CONSULTANT**
2015 Public Health Improvement Partnership

Served as project manager for creation of all marketing communications. Initiated PHIP's web presence, which entailed developing the visual identity and creating on-brand content. Cultivated relationships with industry experts, stakeholders, and partners for collaboration on key initiatives.

Professional Development

American Institute of Graphic Arts (AIGA), member
Outward Mindset (Arbinger Institute), training

Education

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

2002 - **DIGITAL DESIGN**
2005 Pierce College
Lakewood, WA