

Lyudmila Tomova

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Professional Profile: Highly creative Senior Graphic Design Specialist with 15+ years of experience in corporate branding, digital, print and exhibit design. Passionate creator of innovative marketing strategies and campaigns. Accustomed to performing in deadline-driven environments and highly skilled in the management of the complete design process, from conceptualization to delivery. Highly effective communicator and rapport builder with exceptional management and problem-solving abilities.

Software Applications and Skills:

Mac and Windows platforms: Adobe Creative Cloud – Photoshop, InDesign, Illustrator, Acrobat, Dreamweaver, Premiere, After Effects, Flash; Sketch, QuarkXPress, CorelDRAW, Freehand, Bryce, Strata Studio Pro, Maya, Vector Works; Microsoft Office, SharePoint; HTML, CSS, XML, Eloqua, UX/UI design. Excellent drawing, painting, illustration, and animation skills.

Professional Experience:

PATHEON INC. | Marketing | RTP, NC

October 2010 – June 2016

Lead Graphic Designer

- Designed, executed and managed marketing campaigns, involving print and digital advertisements, collateral materials and social media updates for promoting new products and services launch. Collaborated with Marketing Managers in the execution of creative strategies of 5-6 marketing initiatives per year directly doubling company's revenue consistently every quarter
- Created and updated the corporate brand identity, logos, stationeries, sales sheets, newsletters, brochures, annual reports, infographics, videos and online presence with strong UX/UI expertise
- Designed and oversaw production of displays and trade show booths for approximately 20 trade shows per year; ensured that all design and color standards were consistent throughout the event itself

Key Accomplishments:

- Successfully managed and executed numerous digital and print marketing projects from concept through completion for all 25 global plant sites driving \$2 billion revenue increase for company's leading product line
- Increased company's visibility ranking to the top three with innovative and captivating ad campaigns

JP MORGAN CHASE & CO. | Digital Media and Design – part of the Investment Bank | NYC, NY April 2006 – July 2010

Lead Graphic Designer

- Led, supported and partnered with team of four Graphic Designers to optimize quality and innovativeness of Digital Media & Design's (DMD) concepts and designs
- Responsible for overall DMD workflow coordination, graphic design request fulfillment as well as ensured quality, timeliness and overall client satisfaction.
- Designed original printed and digital marketing materials: brochures, covers, invitations, posters, flyers, newsletters, templates, logos, folders, ads; web sites and banners; Flash and PPT presentations, promotional materials, trade show displays and banners. Trained staff, created demos and evaluated tests. Redesigned and maintained the global team's web site
- Ensured J.P. Morgan's brand integrity while meeting internal clients' need for creative, professional, high-quality and cost-effective graphic materials
- Partnered and built strong relationships with clients, Investment Banking Support Services colleagues, client service managers and vendors. Increased customer satisfaction from 80% to 99% and realized 100% on-time delivery of assigned projects. Coordinated print and production of materials with internal production department or outside vendors
- Outlined and pushed forward the team's marketing objectives and initiatives. Conducted presentations with executives and their teams focusing on the benefit of the group's hi-end communication products
- Highly productive and creative – provided clients with numerous designs for multi-million dollar contracts under extremely tight deadlines
- Participated and directed departmental effort to produce streamlined policy manuals, training materials, and logo library on the web and SharePoint sites

Key Accomplishments:

- Successfully managed the workflow of approximately 700 projects per year and personally executed 80% of them
- Implemented innovative ideas on how to reduce cost and improve quality by introducing new application processes and paperless office solutions. Addressed effectively technology issues enabling the group to produce cost-effective, high-quality work

UBS FINANCIAL SERVICES INC. | UBS Wealth Management, AIG | NYC, NY

September 2004 – March 2006

Project Manager, Graphic Designer

- Created, produced, maintained and distributed written and electronic marketing materials to support the Group's sales efforts: investor brochures (fund-specific and generic); seminar/sales multimedia presentations; Financial Advisor fact sheets, PDF fillable forms; weekly sales articles; internal newsletters; direct-mail materials; Flash and streaming audio presentations; maintained website/intranet site.
- Ensured marketing materials comply with branding, regulatory and corporate rules
- Improved administrative forms to ensure user-friendly quality and administrative efficiency

Key Accomplishments:

- Streamlined prepress and production workflow by automating and templating processes saving the company \$20,000 per year in contracted labor expenses
- Implemented innovative approach to website maintenance successfully reducing cost and production time

BENJAMIN-LEE INC. | NYC, NY

August 1994 – July 2004

Lead Exhibit Designer, Graphic Designer, Web Designer, Print Specialist, Illustrator, Scenic Painter

- Successfully managed design team of four designers and supervised graphic design, print production and final installation
- Designed and rendered concepts for numerous exterior or interior displays, exhibits, trade shows, interiors and special promotional events, such as NY International Toy Fair for Hasbro Games, Toys'R'Us, Hedstrom, Universal Studios and Equity Toys using various 3-D building, drafting and graphic software. Successfully accomplished a variety of tasks in creating final art from design files within client/printer specifications under tight deadlines with outstanding results
- Designed and created internal and external presentations to meet specific promotional needs
- Developed and illustrated characters for construction. Painted murals and sculpted characters for the Toy Fair Display featured at the Hasbro Showrooms.

Key Accomplishments:

- Supervised preflight and print production of more than 100 large format images per event
- Highly praised for the exceptional quality of over 300 murals and scenic paintings created for various projects per year

Freelance Work: Illustration, Architectural Rendering, and Multimedia/Web/Graphic Design

1994 – Present

Clients include: **Patheon • Vegas Amusement • New Direction Family Law • Cozyroc • Spaeth Design • Roundtable Design • Daily Blossom • Russel, Brosnahan, Haffner Multimedia, Inc. • American Christmas Decorations, Inc • The Whitney Museum of American Art • Lernell**

Projects Highlights:

- Developed numerous designs and illustrations for the Christmas window displays at Macy's in New York and Chicago
- Developed dynamic illustrations, architectural renderings, and animated presentations for the exhibits at the Hudson Museum, the Children's Museum, and the Barn Exhibit
- Illustrated concepts for the AmEx Christmas Party at the Hilton Hotel in four days
- Developed Flash presentations for the Philadelphia Museum
- Illustrated concepts for the Radio City Music Hall marquis Christmas decoration display. Work was chosen for final fabrication
- Created the setting for a benefit event at the Whitney Museum based on Andrew Calder's "Circus" series. Illustrated and painted the entire setting. Illustrated toys and games for presentation. Developed characters for production
- Designed more than 15 billboards for the Toys'R'Us store at Times Square and a train wrap for the Annual Monopoly Championship

Editorial Illustration and Covers:

1993 – Present

- Created numerous illustrations for Adventure Cyclist Magazine, Break Away Magazine, Strive Magazine, Orange Coast Magazine, Commverge Magazine, Gift and Decorative Accessories Magazine, Pearl Paint catalog

Animation:**WALT DISNEY FEATURE ANIMATION STUDIOS** | Orlando, Florida

May 1993 – August 1993

- Successfully completed the Walt Disney Feature Animation Internship Program. Developed outstanding skills in animation, layout, storyboards and film production. Selected from more than 3,000 candidates for the internship program and offered a position with the Walt Disney Animation Studios

Education:**FASHION INSTITUTE OF TECHNOLOGY** | NYC, NY

May 1994

B.F.A., Illustration

- Graduated Summa Cum Laude / Gold medal – Departmental Award of Honor

ACADEMY OF FINE ARTS | Sofia, Bulgaria

Illustration and Graphic Design