

PORTFOLIO

MARTINA TODOROVA

2023-24

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About Me

◆ Personal information:

Name: Martina Todorova

Email: iammartitodorova@gmail.com

Phone: 0898880197

LinkedIN: www.linkedin.com/in/martinatodorovabulgaria



◆ Education:

2012 -2017 **High School Education**
Mathematics High School "Academician Kiril Popov" - Plovdiv

2017 -2021 **Bachelor's Degree in Computer Systems and Technologies**
Technical University of Sofia, Plovdiv branch

2023 -2024* **Master's Degree in Graphic Design**
Academy of Music, Dance, and Fine Arts "Prof. Asen Diamandiev" - Plovdiv
*only the thesis defense remains

◆ Experience:

10.20 - 02.21 **IT Academy AD**
Position: Graphic Design Intern

2021 - **Freelance Graphic Designer**

05.22 - 06.24 **OZON Entertainment LTD**
Until 05.23 Position: Junior Graphic Designer
After 05.23 Position: Senior Graphic Designer

◆ Courses:

Language Courses in English and German

Online Course in Graphic Design with Margarit Ralev

Online Course for Website Development

I hold a Bachelor's degree in Computer Systems and Technologies from the Technical University of Sofia, Plovdiv branch. My interest in graphic design, along with the knowledge gained through courses, several paid projects as a freelance graphic designer, and an internship at the Ministry of Education, led me to start working at OZON ENTERTAINMENT LTD (the company's most well-known brands include ozone.bg, Pulsar, Black Sea, Baby.bg, Photo Pavilion, and others) in May 2022. Initially, I held the position of Junior Graphic Designer but quickly proved my skills and became a Senior Graphic Designer. My main duties include creating various print materials as well as online products.

Pursuing my Master's degree, I am further developing and enhancing my knowledge in graphic design, typography, color theory, UX/UI, photography, advertising theory, and various design software, as well as video effects, animation, and more.

Some of my hobbies include creating handmade products, for which I maintain social media pages, where I create special product photos and videos.

◆ Strengths

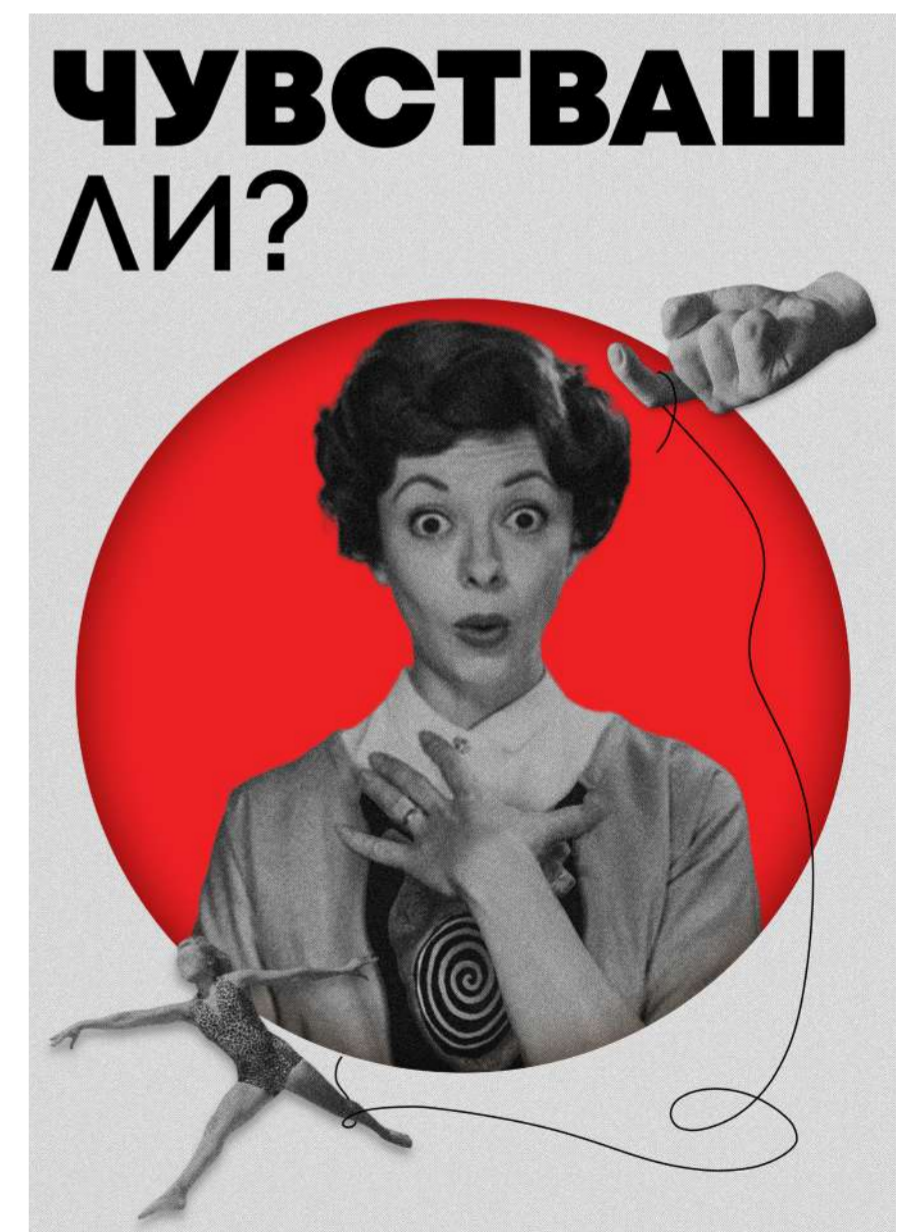
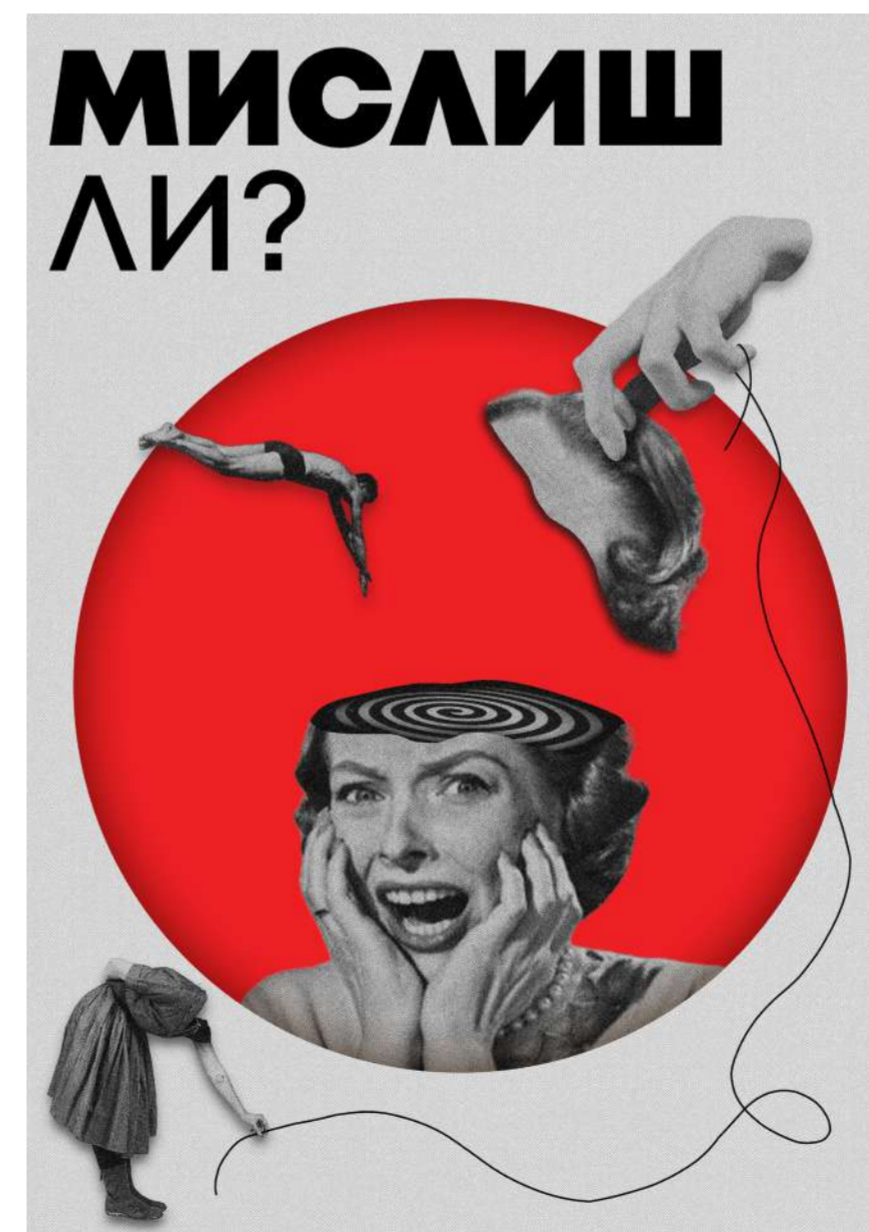
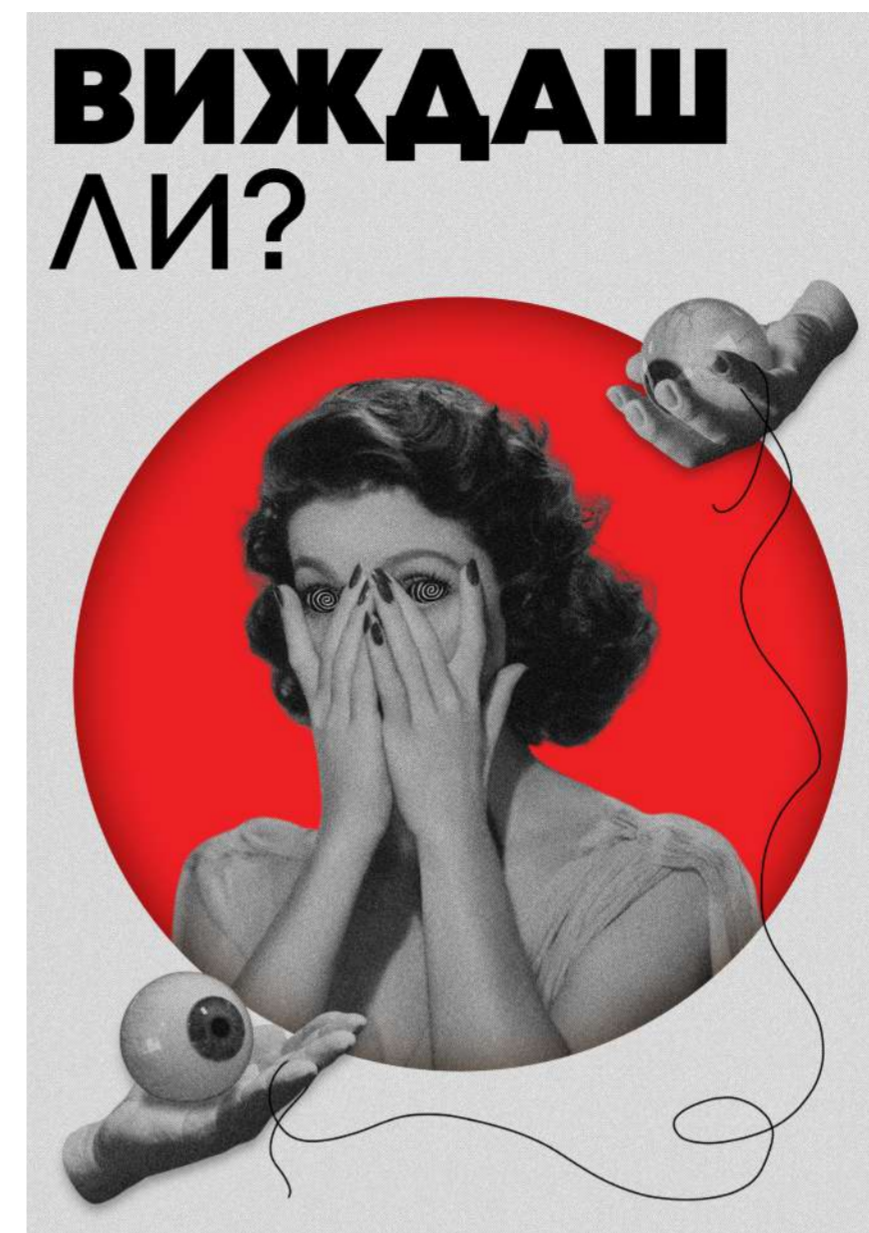
I am adaptive, ambitious, responsive, creative, work well both independently and in a team, have a wide range of interests and skills, experience working under stress and in busy periods, experience in social media, among many others.

◆ Experience with:

Photoshop, Illustrator, InDesign, Lightroom, Procreate, CapCut, After Effects, Premiere Pro, Adobe Dimension, Figma и др.

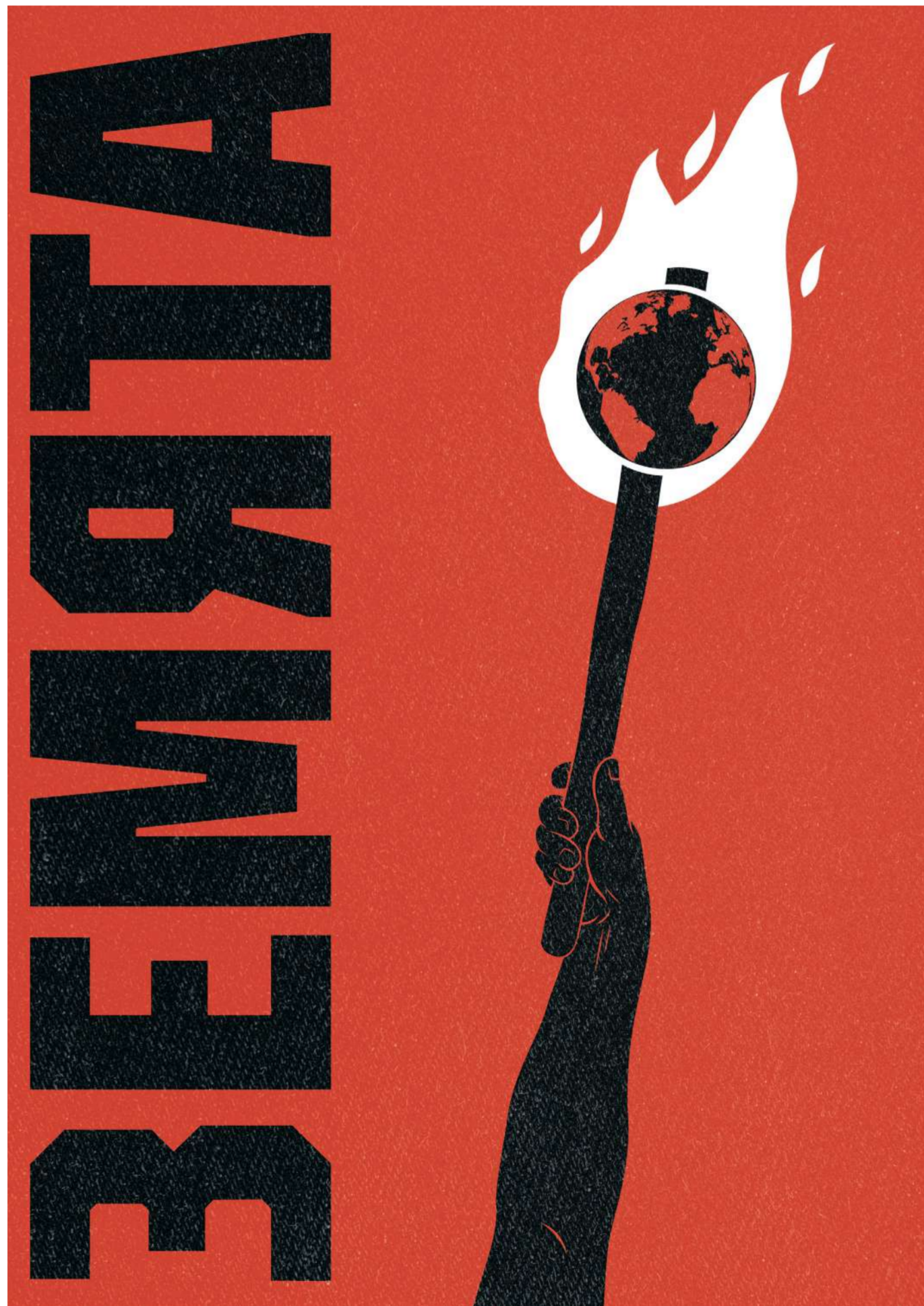
Project Posters - The Small Questions with Big Answers

The project contains 5 posters, one summarizing and 4 “questions”. Work size is A3 (297 × 420mm) with 3mm bleed added. The font that I have used is Mont.



Poster - The Earth

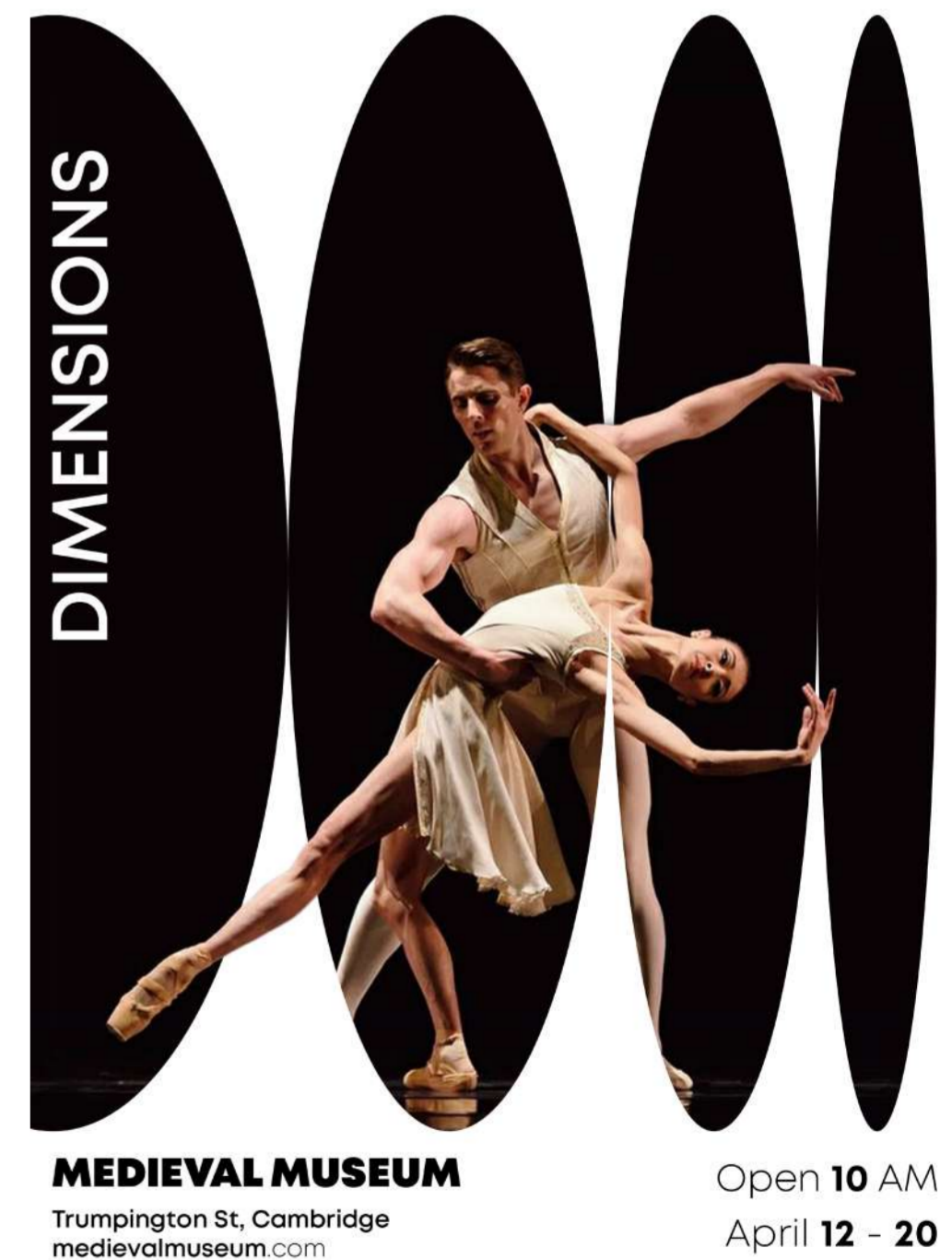
Poster on the theme “The Earth”. Work size is A3 (297 × 420mm) with 3mm bleed added. The font that I have used is TT Octosquares.



Event posters

◆ Poster for a museum exhibition. Work size is A3 (297 × 420mm) with 3mm bleed added. The font that I have used is Montserrat.

◆ Poster for a museum performance. The size of the work is A3 (297 × 420 mm) with 3 mm bleed added. The font that I have used is Mont BG.



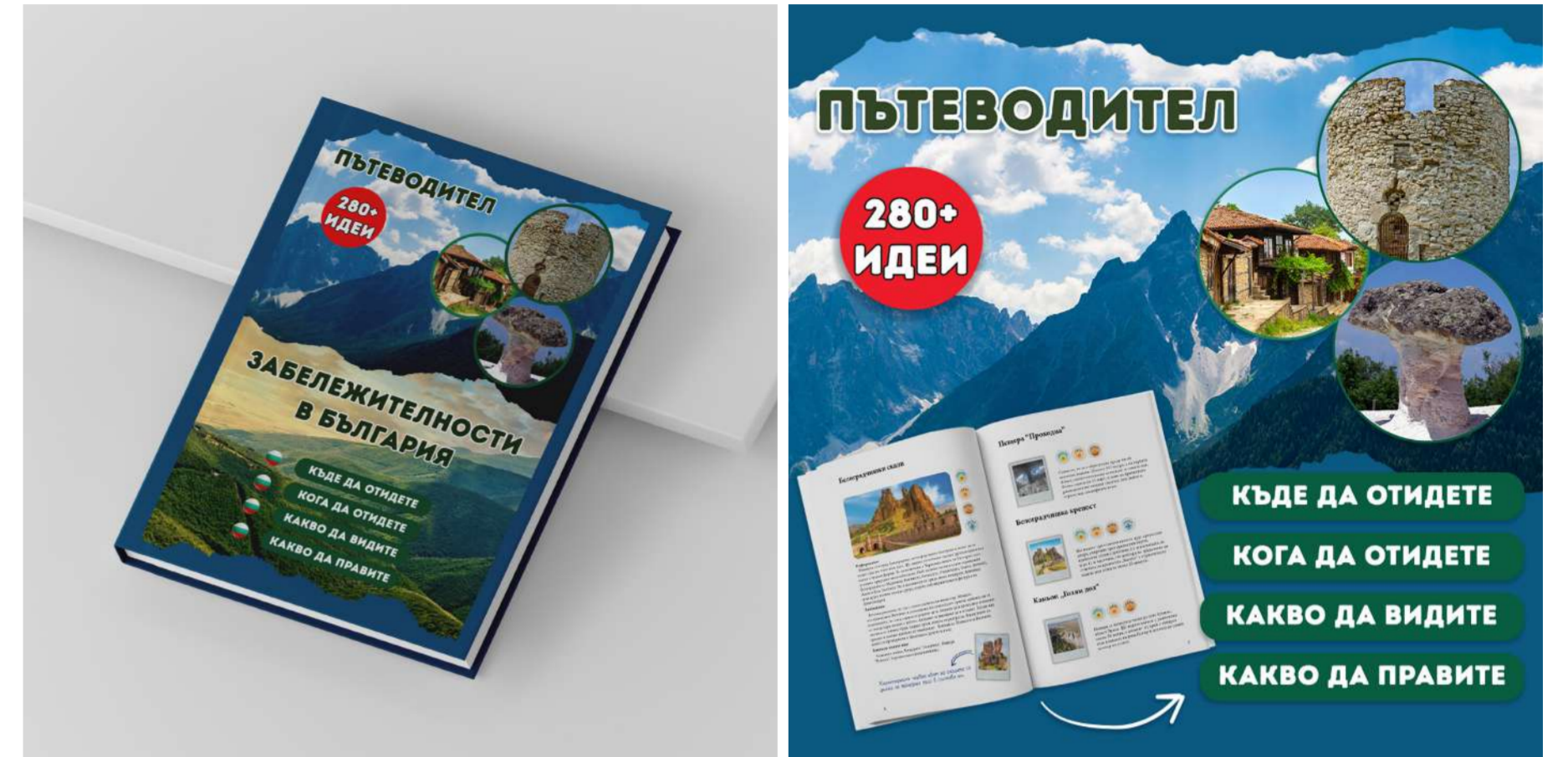
Book design - Landmarks in Bulgaria

A PUBLISHED BOOK IN A5 FORMAT, MEETING ALL THE STANDARDS AND REQUIREMENTS OF THE PRINTING HOUSE. I HAD THE OPPORTUNITY NOT ONLY TO CREATE THE DESIGN BUT ALSO TO CONTRIBUTE TO THE CONTENT OF THE PAGES BY ADDING SOME PLAYFUL ELEMENTS AND PARTICIPATING IN THE STRUCTURING OF THE BOOK. THE COVER WAS DESIGNED BY THE AUTHOR, AND MY TASK WAS TO ADAPT IT FROM CANVA TO PHOTOSHOP, MAKING IT SUITABLE FOR PRINTING.

Book preview:



Preview of the cover and corresponding social media post:



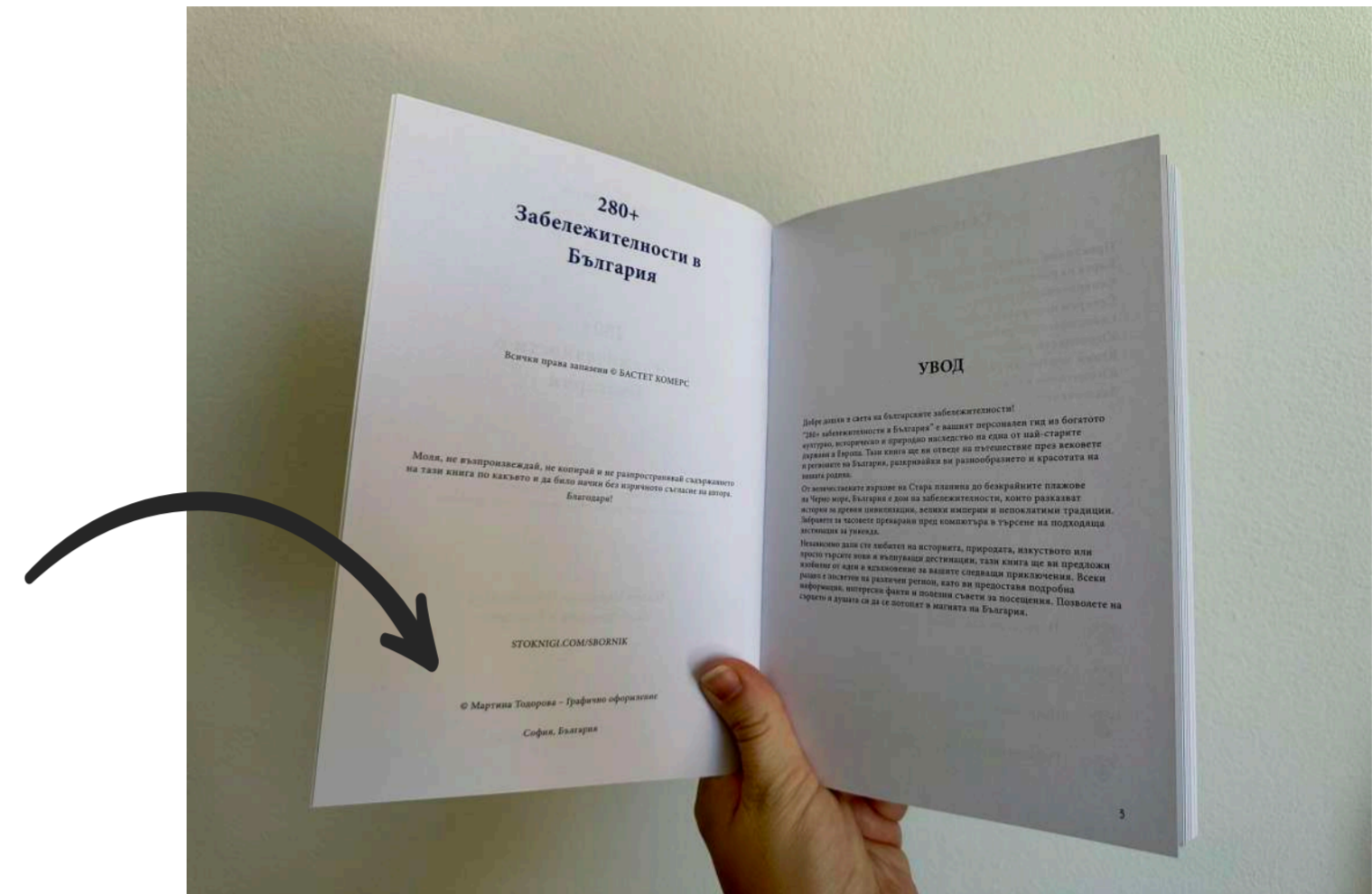
Actual photo of the book:



◆ Graphic Layout of the cover:



◆ The page where my name is:



◆ Another photo of the book:



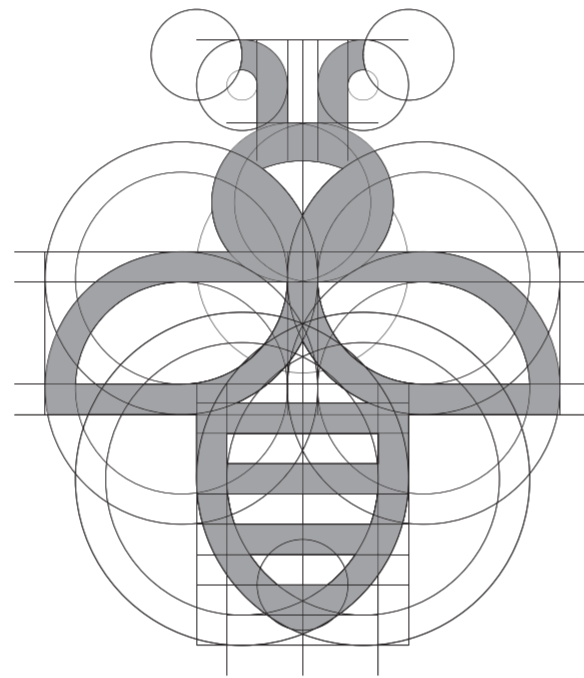
Branding and catalogue design - Medodar

The project includes the development of a company identity for honey producers and a catalog of their products. The company's name is Medodar.

◆ Logo variations:



◆ Grid:



◆ Fonts:

Bulgaria Moderna V3

Аа Бб Вв Гг Дд Ёе Жж Зз Ии Йй Кк Лл Мм Нн Оо
Пп Рр Сс Тт Уу Фф Хх Цц Чч Шш Щщ Ъъ Ьь Юю Яя

1 2 3 4 5 6 7 8 9 0

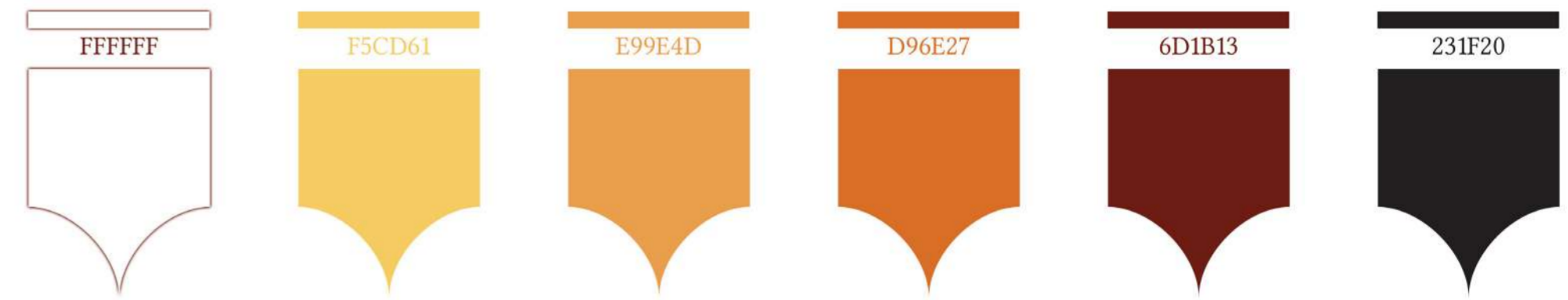
Source Serif Pro

АА ББ ВВ ГГ ДД ЕЕ ЖЖ ЗЗ ИИ ЙЙ КК ЛЛ ММ НН ОО
ПП РР СС ТТ УУ ФФ ХХ ЦЦ ЧЧ ШШ ЩЩ ЪЪ ЬЬ ЮЮ ЯЯ

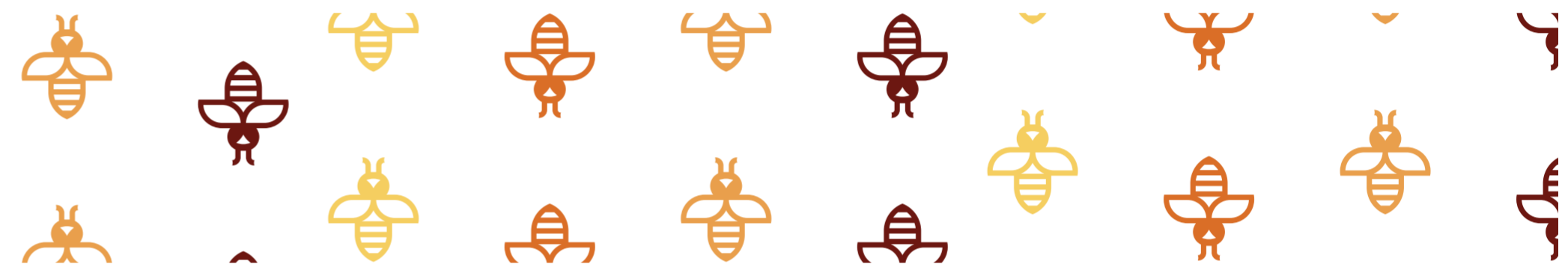
АА ВВ СС ДД ЕЕ ФФ ГГ НН ИИ ЈЈ КК ЛЛ ММ
НН ОО РР ҚҚ РР СС ТТ УУ VV Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

◆ Colors:



◆ Pattern:



◆ Lables:

Labels are 145 x 60mm with an added 2mm bleed. The print is single-sided, full-color and is on a self-adhesive film with a glossy lamination.



◆ Cover:

The catalog size is 210 × 210 mm with an added 3 mm bleed.



КАТАЛОГ НА НАШИТЕ ПРОДУКТИ

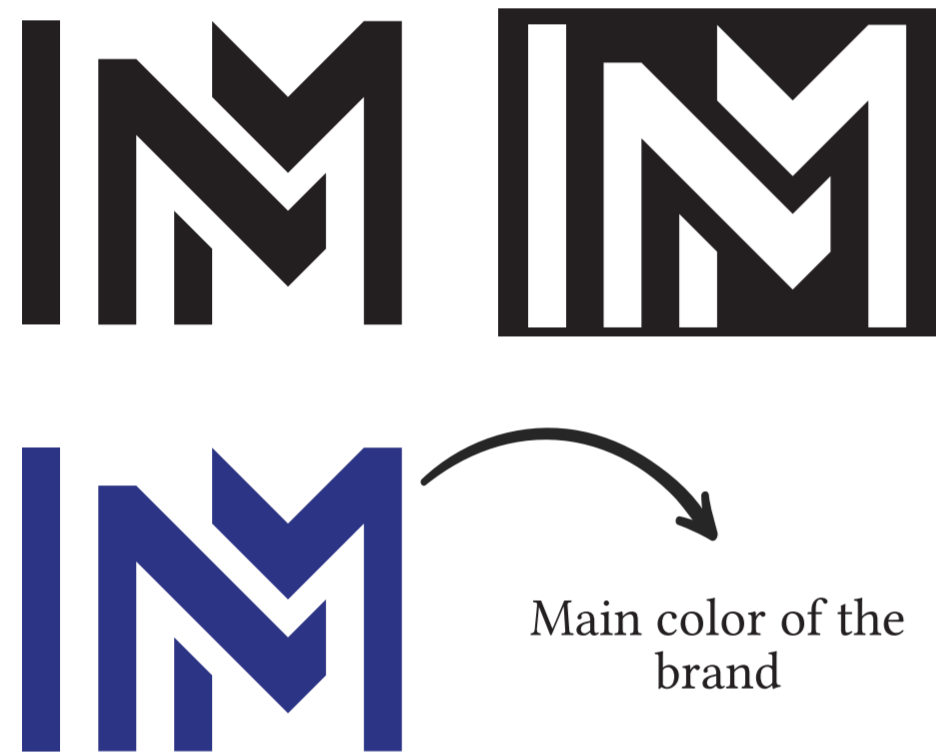
◆ Catalog preview:



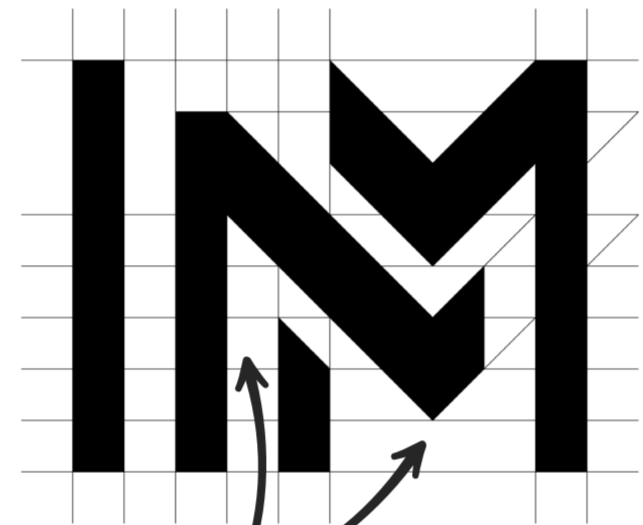
Logo - I'M

Developing a corporate identity for a wine producer. The company name is I'M.

◆ Logo:

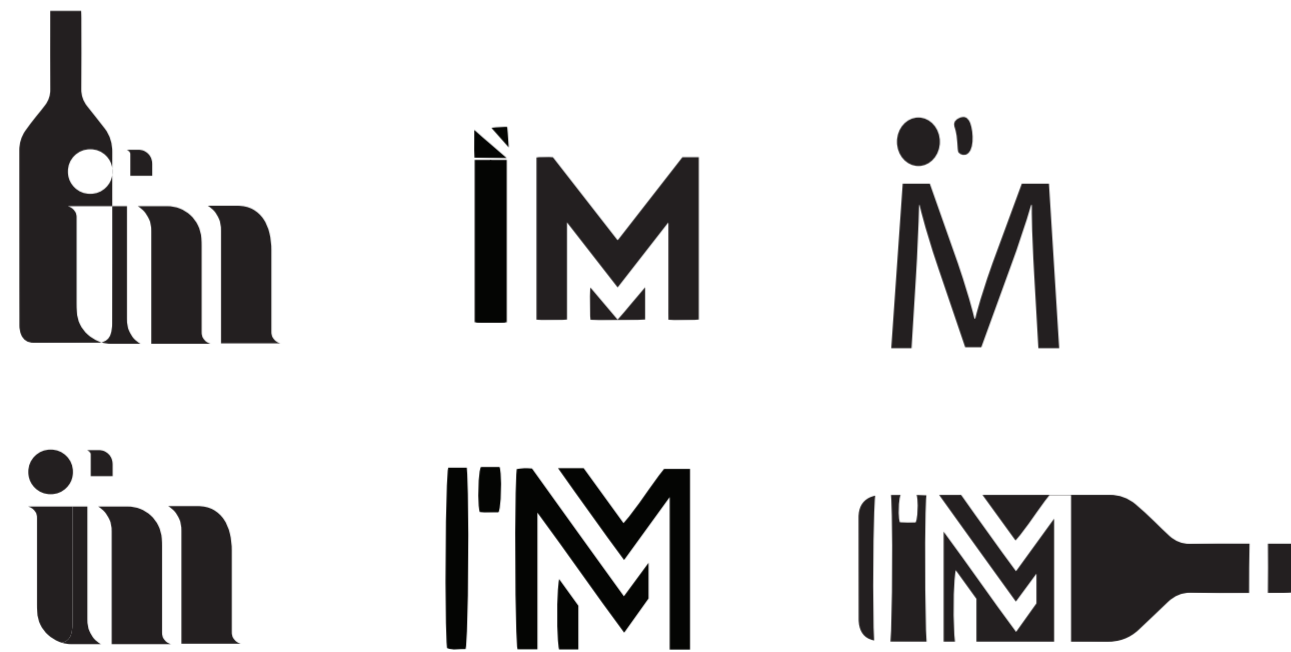


◆ Grid:



The logo has repeating angles - 45 and 135 degrees

◆ Deprecated logo variants:



◆ Fonts:

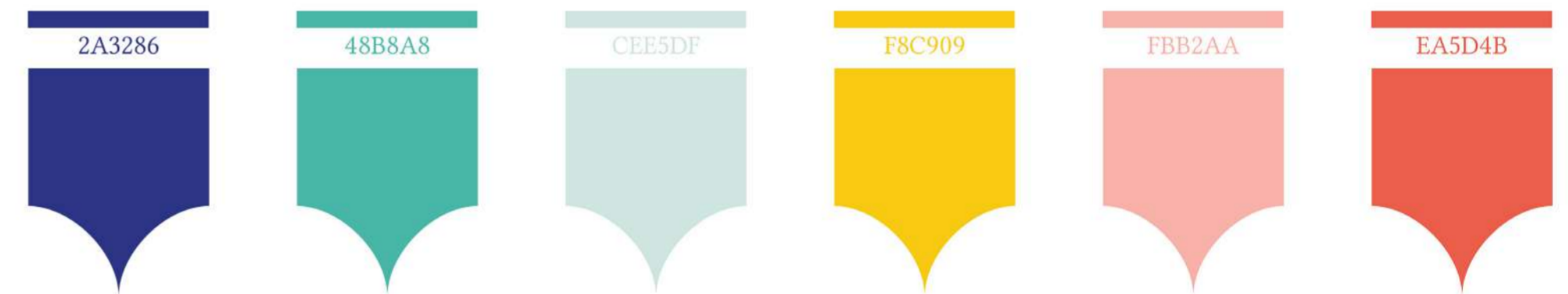
Bebas Neue Cyrillic Regular

АА ББ ВВ ГГ ДД ЕЕ ЖЖ ЗЗ ИИ ЙЙ КК ЛЛ ММ НН ОО ПП
 РР СС ТТ УУ ФФ ХХ ЦЦ ЧЧ ШШ ЩЩ ЪЪ ЬЬ ЮЮ ЯЯ
 АА ВВ СС ДД ЕЕ ФФ ГГ НН ИИ ЈЈ КК ЛЛ ММ
 Оо Рр Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 1 2 3 4 5 6 7 8 9 0

Have Heart One

aa cc ll
 ff tt uu ww
 1 3 4 5 6 8 0

◆ Colors:



Each color represents a type of wine (except the main one).

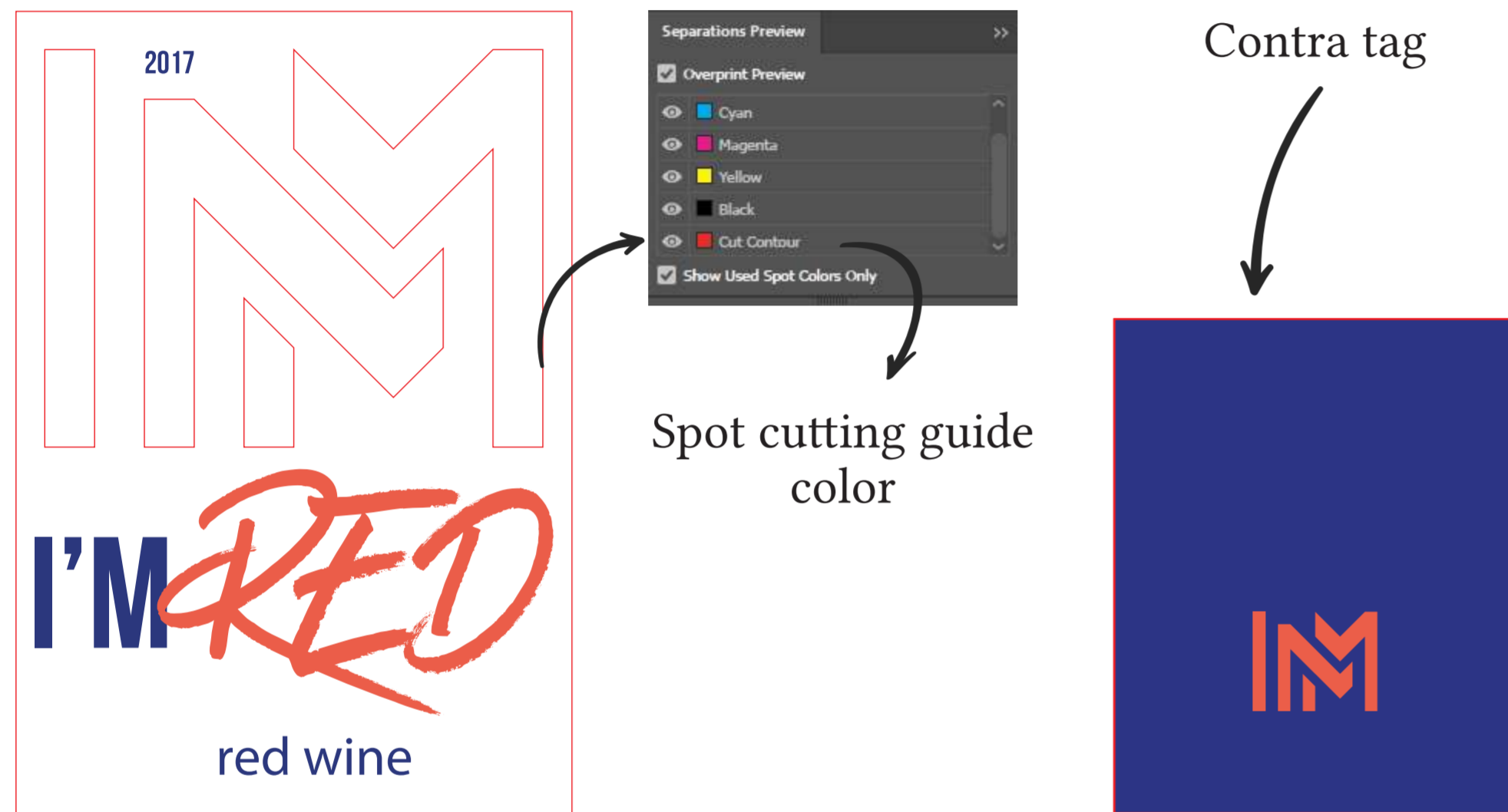
◆ Pattern:



◆ **Labels:**

Labels are 90 x 130mm with an added 2mm bleed. The print is single-sided, full-color and is on a self-adhesive film with a glossy lamination. Cutting is along a contour, which is reflected with spot color.

The counter tag is 65 x 80 mm in size, but with the required inflators, the size becomes 69 x 84 mm. It is not contour cut.



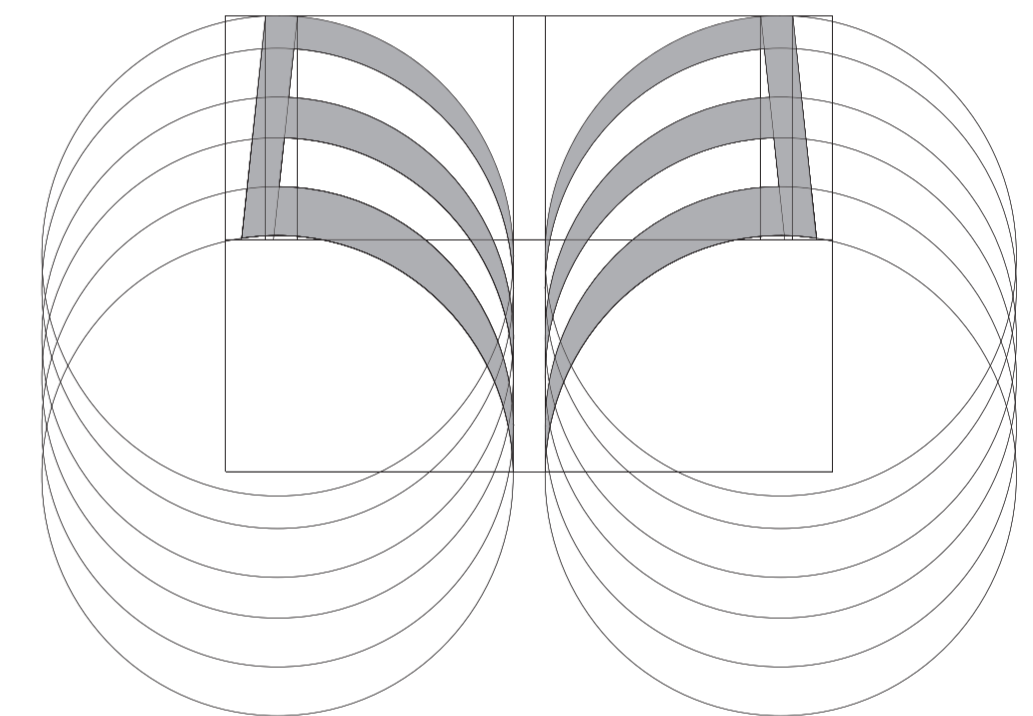
Logo - Wings

Development of a symmetrical logo for a publishing house. Whose name is "Krule" (Wings).

◆ **Logo variations:**



◆ **Grid:**



◆ **Photos:**



◆ **Fonts:**

Breamcatcher-Regular
 AA BB BB GG DD EE ЖЖ ЗЗ ИИ ЙЙ КК ЛЛ ММ НН ОО
 ПП РР СС ТТ УУ ФФ ХХ ЦЦ ЧЧ ШШ ЩЩ ЪЪ ЪЪ ЮЮ ЯЯ
 AA BB CC DD EE FF GG HH II JJ KK LL MM
 NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
 1 2 3 4 5 6 7 8 9 0

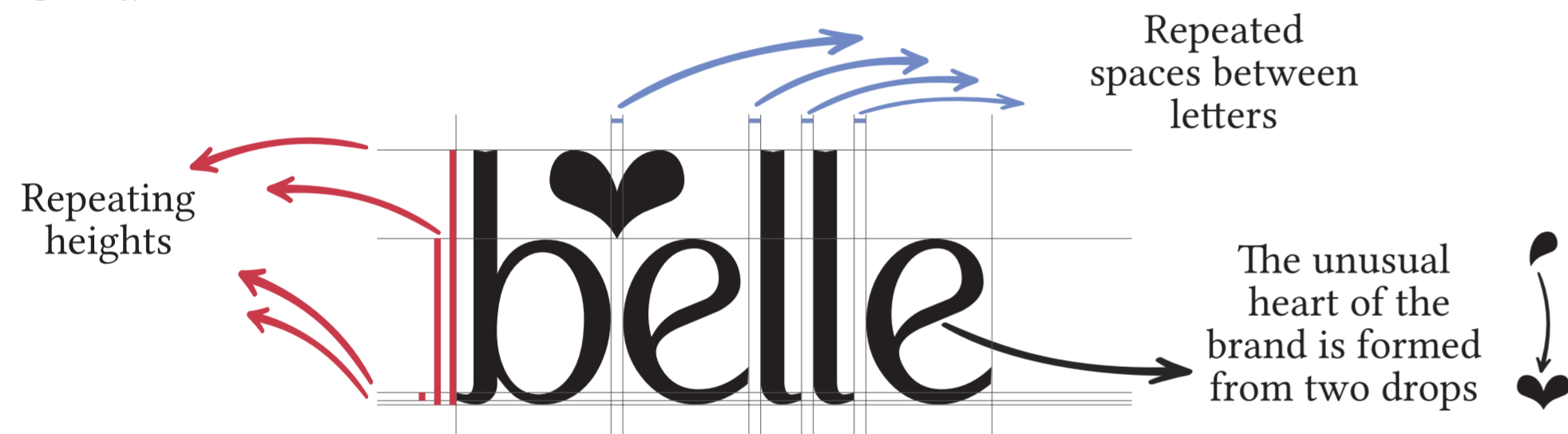
Logo - Belle

Development of a corporate identity for a cosmetics manufacturer. The company name is Belle.

◆ Logo:



◆ Grid:



◆ Slogan:

Be natural. Be Beautiful. Be you.



◆ Fonts:

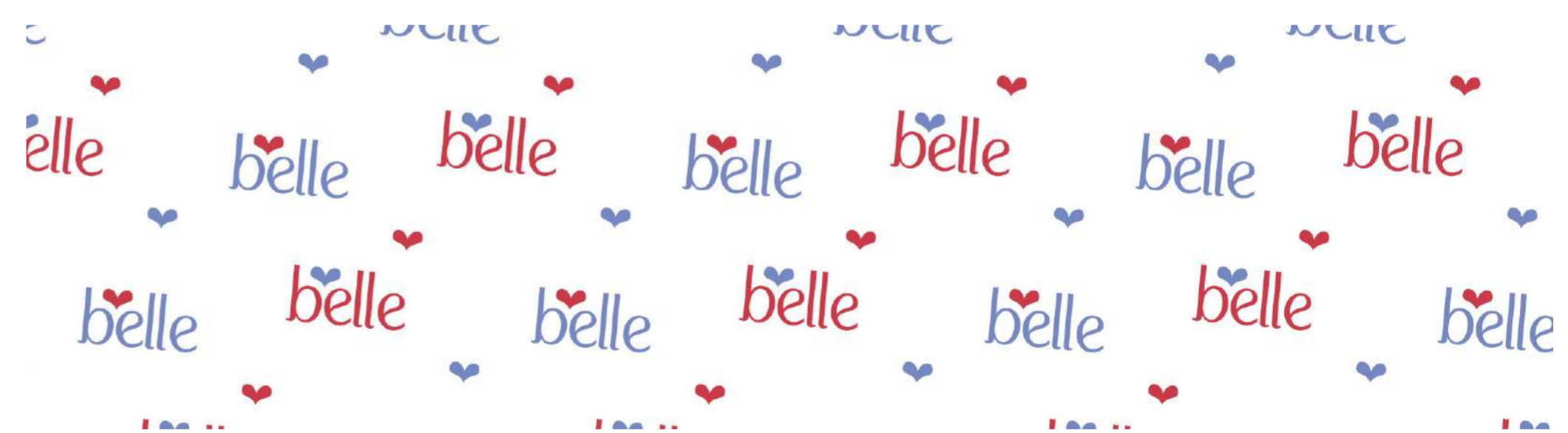
PortCredit-Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Futura PT
АА ББ ВВ ГГ ДД ЕЕ ЖЖ ЗЗ ИИ ЙЙ КК ЛЛ ММ НН ОО
ПП РР СС ТТ УУ ФФ ХХ ЦЦ ЧЧ ШШ ЩЩ ЪЪ ЬЬ ЮЮ ЯЯ
АА ВВ СС ДД ЕЕ ФФ ГГ НН ИИ ЈЈ КК ЛЛ ММ
НН ОО РР ҚҚ РР СС ТТ УУ ВВ Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

◆ Colors:



◆ Pattern:

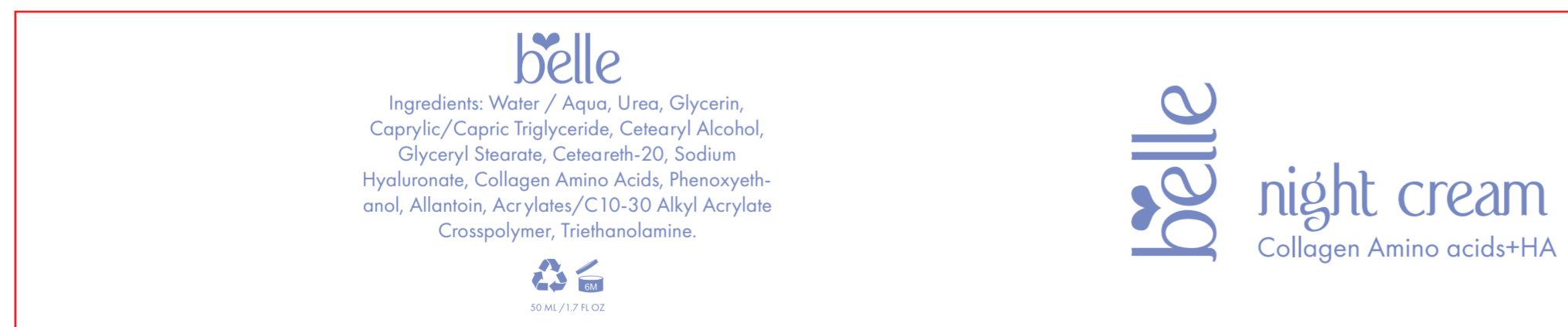


◆ **Labels:**

The serum label is 130 × 130 mm in size with an added 2 mm bleed.



The cream label is 210 × 40 mm in size with an added 2 mm bleed.



◆ **Product pictures:**



Task - Monthly Catalog

THE CATALOG IS MAINTAINED EVERY MONTH. (NEW COVER, PRODUCTS, SPECIAL OR PROMOTIONAL PAGES, ETC.) ITS UNFOLDED SIZE IS 296 × 200 MM WITH AN ADDED 3 MM BLEED. THE CATALOG AT THE BEGINNING OF MY WORK AT OZONE WAS PRINTED, BUT SUBSEQUENTLY REMAINED ONLY IN ONLINE FORM.

◆ Cover and part of the catalog:



Task - Advertisement for Sofia Ring Mall

Design for print ads in various sizes, all with 2cm bleed.

◆ Elevator doors: 209 × 130 with 2 cm bleed.

◆ Citylight: 845 × 1310 mm with 2 cm bleed.

◆ Foil next to the parking lot: 450 × 270cm with 2 mm bleed.



Task - Design of perffolio and advertising sign

A foil and an advertising sign were made according to the provided dimensions. Each of the files is working with 0.5 cm bleed.

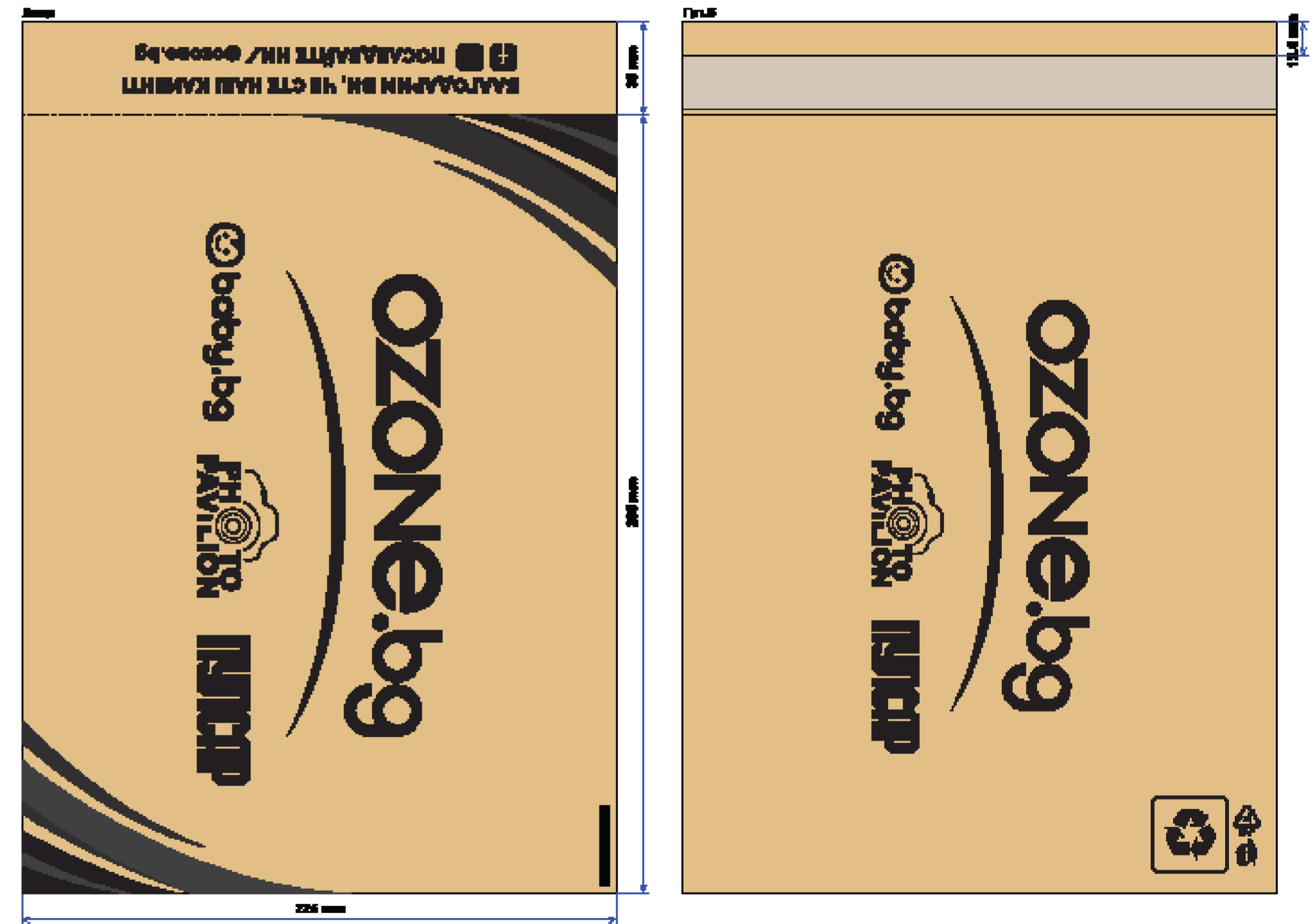


Photo of the finished product



Task - Branding of bubble envelopes

Assignment to produce the design for the bubble envelopes that are used to pack orders. It works according to the manufacturer's requirements.



Внимание!!!
 Подпишете на този адрес и формата на всички документи, които ще бъдат изпратени до вас. Това е важно за нашите услуги. Ако не можете да подпишете, моля, да ни уведомите по електронна поща или да ни изпратите документи с подписаните имена на всички получатели. Обявяване на документи, които не са подписани, не гарантираме, че ще бъдат изпратени до вас.

Адрес: **България, София, бул. "Свобода" 15**
 Контакт: **02 979 7000**
 Е-пошта: **info@ozone.bg**

Task - Poster design

Poster size: 50 × 70 cm with 5 mm bleed.



Task - Advertisement for Serdika Center

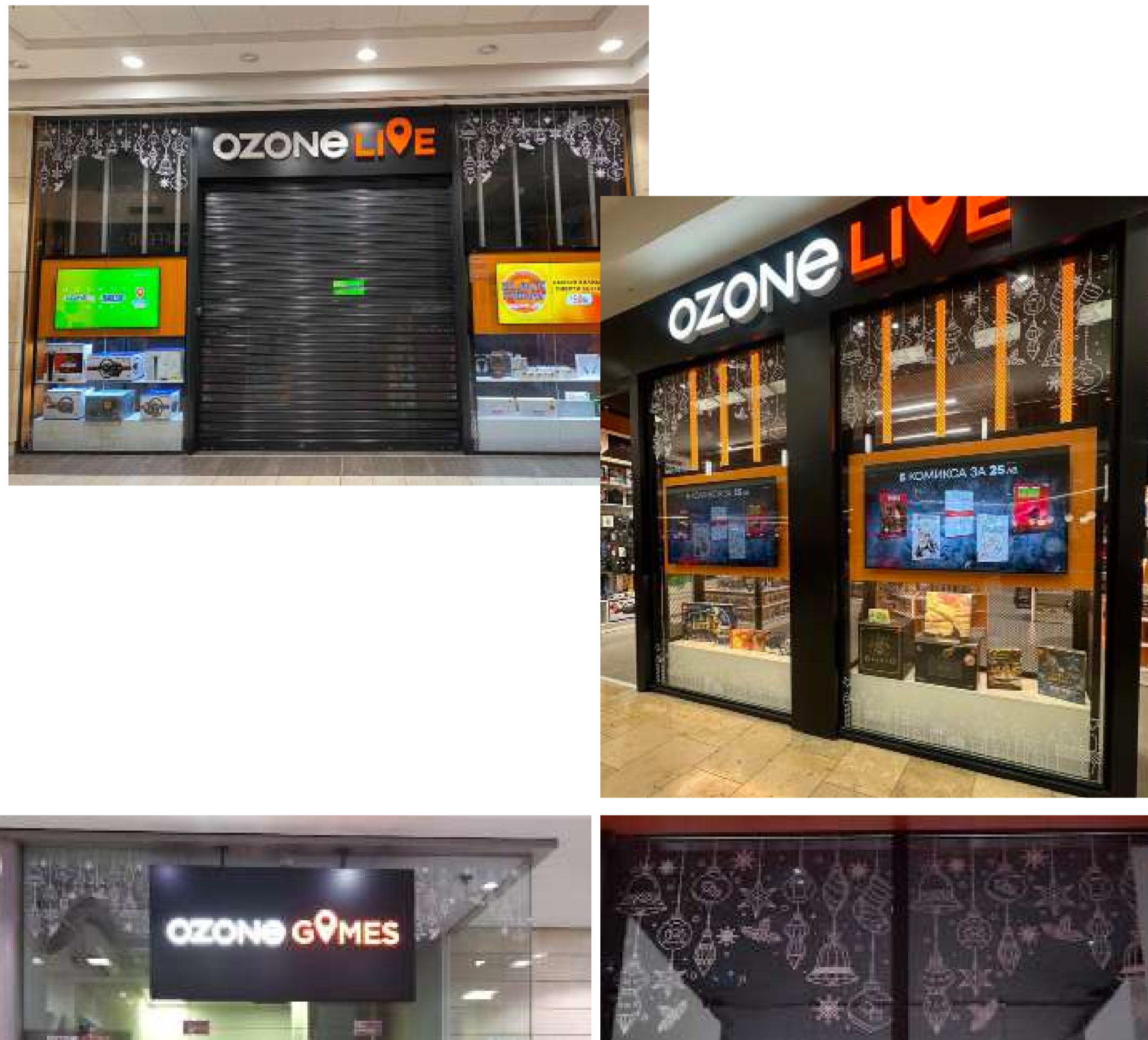
Design for print ads in various sizes, all with 2cm bleed.

- ◆ Elevator doors: 190 × 220 cm by 2 cm bleed.
- ◆ Totem: 95 × 189 cm with 2 cm bleed.
- ◆ 3-part Balustrade: 164 × 96 cm with 2 cm bleed.



Task - Design of store windows

Project for the design of all Ozone's physical stores around the country. (Several in Sofia, Plovdiv, Burgas and Varna) After approval of my design, they gave me the different sizes of each store and based on them I created the print files.



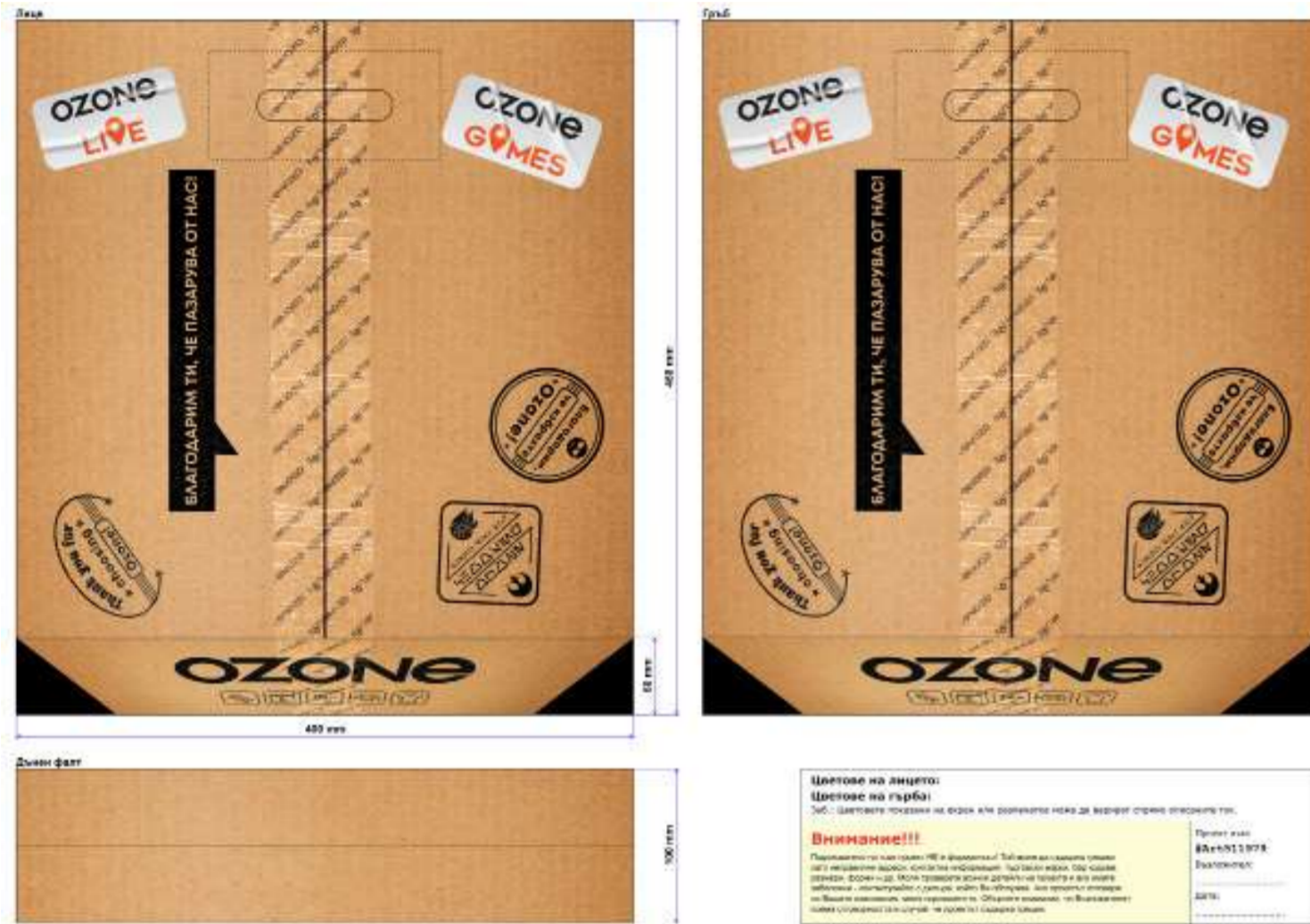
Task - Key visuals for even

Key vision assignment for banners and posts, presentation and fortune notes for Ratio Forum Fall.



Task - Bags for Ozone

I made a design of Ozone bags according to given dimensions and requirements from the printing house.



Цветове на лицето:
Цвят на гърба: #A411978
Цвят на логото: #A411978

Внимание!!!
Подгледано по този проект НЕ е формалност! Той може да съдържа грешки като неправилна адресна информация, неточна цена, неправилно изображение, размери, форми и др. Моля проверете всичко детайлно на пробова и ако имате забележки - уведомете ни веднага след получаване на пробата. Ако пробова е одобрен на Вашата изисквана цена, моля подгледате го. Обръщаме внимание, че изискваните цени са нетрудови и са в евро, а не в български левове.

Проект код: #A411978
Възложител:
Дата:



Цветове на лицето:
Цвят на гърба: #A411980
Цвят на логото: #A411980

Внимание!!!
Подгледано по този проект НЕ е формалност! Той може да съдържа грешки като неправилна адресна информация, неточна цена, неправилно изображение, размери, форми и др. Моля проверете всичко детайлно на пробова и ако имате забележки - уведомете ни веднага след получаване на пробата. Ако пробова е одобрен на Вашата изисквана цена, моля подгледате го. Обръщаме внимание, че изискваните цени са нетрудови и са в евро, а не в български левове.

Проект код: #A411980
Възложител:
Дата:

Task - Design of chocolate packaging

The service was submitted by the company producing the chocolate.



Task - Products for advertising sports headphones

Banner design for Sport headphones Sennheiser - Sport True Wireless, for all sites (ozone.bg/ro/hr/gr).



Task - Laptop sticker - Sound of music

Design of stickers in the different languages that the company works with.



Task - Black Sea Puzzles - banners for new models

Design for banners and posts for different models of new puzzles for the brand Black sea puzzles.



Task - Key visual for new store opening

A key vision multiplied in different sizes for different purposes.



Task - Design of record player shipping box

I was given a layout to come up with a design. Respecting the brand identity and the mandatory elements, I had a complete freedom to break up the box a bit and make it different from the others I have done for Ozone.



MARTINA TODOROVA
2023-24