

Velizar Stefanov

Graphic designer skilled in visual identity and print, with growing experience in UI/UX and front-end development. I like design that solves a problem, is easy to understand, and looks good in the end.

Experience

CO-FOUNDER & GRAPHIC DESIGNER — MERAKI TEMPLATES

SEPT 2023 - SEPT 2026

Co-founded an Etsy shop selling digital design templates, reaching 5,000+ sales and a 4.9 rating across 240+ reviews.

- Designed 75+ Canva templates across social media, presentations, websites (Canva, Wix), print and ebooks.
- Iterated on designs based on sales data and customer feedback.
- Handled SEO, pricing, Pinterest/Instagram marketing and customer support.

GRAPHIC DESIGNER — AREON

MAY 2023 - SEPT 2023

Designed packaging and labels for air fresheners within a small in-house team.

- Designed belly band packaging for the Atelier premium candle line (3 scents), from concept to launch.
- Redesigned labels for the Lux Salon line (21 scents) from concept to launch, and introduced two fragrance notes per scent to help business customers choose more easily.
- Prepared design files for on-site offset printing.

Education

GRAPHIC DESIGN - SOFTUNI CREATIVE

NOV 2021 - SEPT 2023

- Completed a program of 6+ courses: Photoshop Advanced, Illustrator Advanced, UI & UX design, Logo and Visual Identity, Graphic Design for Marketing

IVTH LANGUAGE HIGH SCHOOL “FREDERIC JOLIOT-CURIE”, VARNA

JUNE 2022

Relevant skills

VISUAL DESIGN

Logo & Visual identity
Social media design
Layout
Typography
Colors

UI / UX

Wireframing
User flows
Prototyping
Design systems
Accessibility

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Canva
Figma

PRINT

Prepress preparation
Label design
Packaging design

FRONT-END

(Semantic) HTML
CSS
Responsive layouts

EMAIL

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PORTFOLIO

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