hello, my name is daria reder. i am a graphic designer.

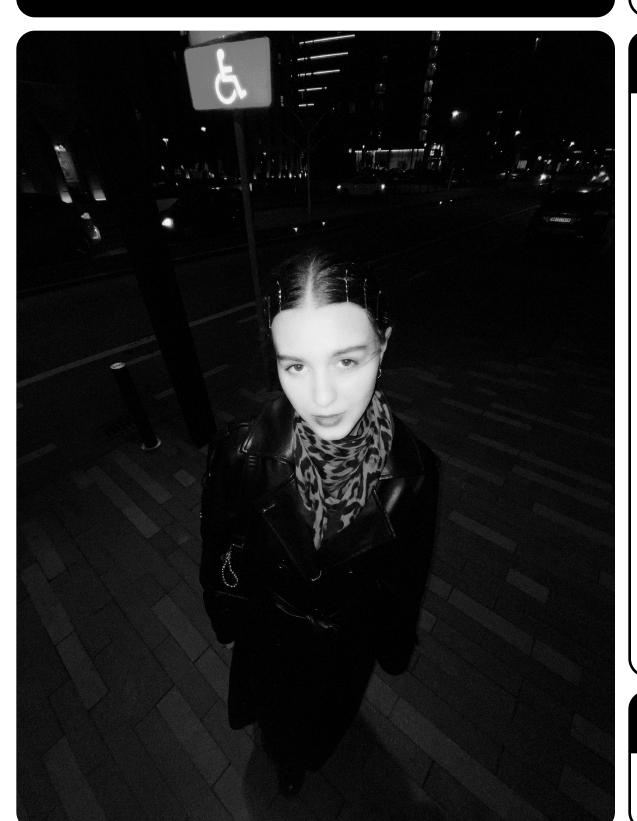


i'm based in belgrade (serbia) with my husband and cat nina. i love long walks, meeting people, traveling, design, coffee culture, creativity and sports.

- (+) my hobbies: drawing, customizing clothes, photography and strength training.
- (+) i like the brutalist style, typographic and contrasting design, the balance of chaos and control, custom fonts, retro and y2k culture references. i'm inspired and energized by world, weather, city, people.

/SKILLS

- (+) software: figma, photoshop, illustrator, indesign, coreldraw.
- (+) brand identity, brand packaging, single design layouts, layout of advertising and printing products, company product design templates, brand book, catalog, presentation, marketplace infographics.
- (+) personal qualities: open-minded, desire for order, sociable, positive, organized, attention to detail, creative and logical task solution.



/WORK EXPERIENCE

PROSTOR - graphic designer, december 2022 - december 2024.

- (+) developing the company's new internal brand (PSR brand):
- creating the brand's identity and corporate identity;
- developing the branded packaging and templates to customize, improve and update as needed;
- brand book development;
- collaborating within a team (designer, content manager, product manager, etc.) to generate effective design ideas and concepts.
- (+) working on internal company projects (PROSTOR):
- developing corporate elements in accordance with the company's brand book;
- developing brand guides and manuals on corporate identity;
- creating design layouts for digital and printed materials;
- launching the company's products on marketplace platforms by developing product cards.
- (+) working with the company's external clients:
- managing the full cycle of design projects for clients;
- developing design layouts for printed materials, packaging, preparing files for printing;
- photo editing and processing;
- creating special offers in the form of presentations and catalogs to attract new clients;
- maintaining professional communication with clients regarding design-related matters.

/EDUCATION

KOGPOBU KTK — fashion designer, september 2018 — june 2022.

/CONTACTS

telegram / portfolio
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