

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

/ABOUT ME

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

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