

# Pav Mateeva

Graphic Designer • Illustrator

## CONTACT

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Multidisciplinary creative from Bulgaria based in Newquay, Cornwall, UK. Graduate from Arts University Bournemouth with First Class Honours in Illustration and Printmaking. When working on a brief, I strive to create thoughtful, bold and colourful, artistic responses, usually focused on advertisement, print and apparel.

Most recently, I worked part-time (30h/week) for the AUB Students' Union as the Marketing and Social Media Lead, creating promotional materials for events, campaigns and different communication channels. I am always willing to apply my work to a variety of contexts and am excited for future collaborations!

## EDUCATION

2019 - 2022

Arts University Bournemouth / BA(Hons) Illustration & Printmaking

2014-2019

9th French Language School

## PROFESSIONAL EXPERIENCE

### sept 2023 - nov 2024 - AUBSU / Marketing and Social Media Lead

- Rebranding of the company and redeveloping its brand identity - new logo, colour palette and elements
- Incorporating the new brand identity into creating graphics for web posts, banners, email newsletters, social media, and presentations as well as printed materials such as t-shirts, banners, lanyards, pin badges etc.
- Designing and marketing promotional materials for a variety of events and campaigns
- Producing engaging social media content for reels, stories and posts
- Growing the company's Instagram following from 4K to 7K while managing their social media channels
- Directing commissioned students, writing briefs, and giving them constructive and clear feedback
- Occasionally working as a photographer, content creator, video editor, copywriter
- Updating the company's website while managing its redeveloping

### june - july 2024 - Scrap Iron Men / Freelance Designer

- Developed the grungy surf rock band Scrap Iron Men's visual identity during the creation of their EP album
- Designed a logo, EP cover, lyric book, stickers, screen titles for their music videos and promotional materials for their social media and print

### april 2023 - may 2024 - Bournemouth Surf Club / Freelance Designer

- Created a design a new logo for the Surf Club's 2024 Merch Line - t-shirts, hoodies, fleeces and embroidered hats
- Previously produced additional two t-shirt designs for two different trips (one in april, one in december 2023) to give away to attendees

### june 2023 - PIER Journal / Freelance Illustrator

- Created a magazine cover for a local publication for their summer issue

### may 2023 - Picnic Parc Deli / Freelance Animator

- Created a 2D animation reel to help Picnic Park Deli promote their summer season 'Little Latina' on their social media
- The work had to follow the client's established campaign guidelines - colour, typography, and other design elements

### may 2023 - Sunlight Sessions / Freelance Illustrator

- Collaborated on creating a limited edition of screen-printed tote bags for the final closing concert of 'Sunlight Sessions'

## SPECIALIST SKILLS

Branding  
Print Design  
Animation & Motion Graphics  
Campaign Marketing  
Visual Storytelling  
Social Media Management  
Video Editing  
Printmaking

## SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe InDesign  
Adobe Premier Pro  
Figma  
Procreate  
MS Office Suite

## AWARDS & EXHIBITIONS

- The Affinity Digital Design Award (Winner 2022)
- AOI World Illustration Awards (Highly Commended and Shortlisted 2021)
- Featured in SoYoung Magazine (Grad List 2022)
- New Designers, London (Exhibition 2022)
- TheGallery, AUB (Exhibition 'Sequential Risograph' 2022)
- OBS Gallery (WIA International Touring Exhibition 2021)

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