

Fudzhay Saidov

Graphic Design | Digital Design

Telephone: 07342 148 167 | Email: fudzhay.saidov@gmail.com
53 Patricks Road, CV1 2LP

CAREER PROFILE

An accomplished, results-oriented professional working at the intersection of graphic design, UX/UI and motion design to deliver high-impact, user-focused visual products. A notable capacity for driving customer engagement and retention is underpinned by an aptitude for translating data into meaningful intelligence that support challenging commercial goals. Keen communication and interpersonal skills facilitate strong working relationships at all levels and engender a leadership environment that is conducive to motivation, goal-attainment and professional excellence.

TECHNICAL EXPERTISE

- Adobe CC Illustrator, InDesign, Photoshop, Premiere Pro, After Effects, Audition, XD, Dimensions, Character Animator
- Good Motion Design and Animation skills
- UX/UI Design
- Web design, Wireframing
- WordPress, Shopify, CSS, HTML5
- Basic knowledge of Blender 2.8
- E-commerce, Product Research, Strategic Marketing Planning
- Keyword and data analysis (Google Search Console, GTM, Analytics)
- Strong Google and Facebook Ads knowledge

CAREER HISTORY

Graphic Designer | *Connect Distribution Services Limited*

04/2019 - Present

- Established and grew and award-winning brand with a product offering in excess of 1 million household appliances
- Leverage creative vision to develop high-impact, visually-appealing and on-brand campaigns, underpinned by robust market research and trend analysis
- Develop cohesive, quality creative assets for use across all marketing channels (both online and offline)
- Forge strong collaborative, interdisciplinary relationships with senior designers in the delivery of highly successful major marketing campaigns
- Serve as a point of consultation for industry leading brands including VAX, Samsung, Kenwood, DeLonghi, Braun and Hoover
- Spearhead all video and animation productions, employing best practice to create valuable visual assets
- Led the branding for functions to support a successful expansion into the Chinese market
- Apply a user-centric approach to UX/UI design to ensure seamless functionality and optimal engagement/retention
- Blend technical expertise with creative acumen to deliver quality motion graphics and animation
- Drive brand awareness and engagement through the development of targeted digital and print adverts
- Support the product design process to remain at the cutting-edge of the industry
- Lead the production of an international print publication for a recently acquired company (delivering a 90% increase in sales)
- Partner with the international team to deliver quality content on a global scale
- Support internal and external charity and fundraising events through close collaboration with the copywriting team

Digital Design and Marketing Associate | *Clarilis UK Limited***04/2018 – 04/2019**

- Executed a major company website design overhaul, employing CSS and HTML programming languages and CMS: WordPress; significantly enhancing the look and feel of the site while driving engagement across new audiences:
 - Reduced bounce rate by 60%
 - 60% increase in visitors
 - 80% increase in the average time spent on the website
- Blend creative vision with research and market knowledge to deliver high-impact event branding
- Expertise in corporate branding; designing new, on-brand visual elements with a strong focus on targeted messaging and brand (enhancing audience growth and brand perception)
- Forged strong collaborative relationships with third-party agencies to enhance event experience and develop quality video testimonials (subsequently used on the “Clients” section of our website)
- Enhanced brand identity through the creation of brochures, marketing literature, business cards and aesthetically pleasing infographics (using Adobe Creative Cloud)
- Perform incisive, advanced market and competitor analyses; identifying opportunities and prevalent trends to inform quality, targeted strategic decision-making
- Align marketing efforts with overarching organizational goals through the creation and implementation/development of a tailored multi-tier marketing plan
- Provide effective budgetary support, including costing
- Development of effective talent acquisition solutions; enjoying particular success with the implementation of a graduate recruitment program and the investigation/identification of potential recruitment sources for staff
- Spearheaded a multichannel recruitment strategy that succeeded in attracting over 200 applications for advertised roles within just 6 weeks

Visual Communications Intern | *VINCI Energies UK and ROI***10/2017 – 05/2018**

- Broad, multifaceted role requiring the application of creativity and technical skills to deliver high-impact, on brand design materials and videos to corporate (and other internal companies)
- Expert video production and logo design for Actemium UK and VINCI UK Foundation
- Delivered influential presentations/pitches outlining finalised ideas and concepts to the Marketing Manager (with a high degree of buy-in)
- Revolutionised a suite of internal and external communications and marketing literature, including the corporate newsletter, logos, brochures and promotional videos using Adobe Creative Cloud Software (raising multi-tiered brand awareness)
- Responsible for the creation of four brand new corporate value icons, all of which were both appropriate and visually engaging
- Played a pivotal role in the management of event logistics and supplies; ensuring robust planning and preparation to execute high-profile events
- Successfully drove brand awareness while advising on marketing plans, advertising, direct marketing and campaigns

PREVIOUS ROLES**Marketing Intern | *04 Coworking, Olivia Business Centre*****06/2015 – 10/2015****Media and Visual Communications Intern | *Jagiellonian University*****05/2015 – 10/2015****Television Camera Operator Trainee | *PM Studio Media/News*****10/2013 – 12/2013****Graphic Design and Photographer | *Freelance*****2013 – 2016****Cruise Ship/Chief Entertainer | *SL Entertainment*****2013 – 2014****VOLUNTARY WORK & ADDITIONAL EXPERIENCE****Senior Student Media Photographer and Lecturer | *University of Veliko Tarnovo***

- Served as Chief Cameraman and Photographer, specialising in Photojournalism and Fine Art Photography; providing the University with a range of compelling images for media and library use
- Project managed student production, reports and news on a diverse range of issues
- Prepared and delivered engaging lectures, enhancing student awareness of Erasmus Plus projects and activities

Mentor | University of Veliko Tarnovo

Mentored first and second year Journalism and PR students; teaching the basics of graphics design, videography and commentary production

Participant | Erasmus Plus Project

Participated in eight international Erasmus and sponsored projects spanning five countries

EDUCATION**MA Advertising and Marketing (Distinction) | 2016 – 2017**

Coventry University

Thesis: “The Future Importance of Colour in Branding” (80% grade)

- Recipient of £2,000 EU Postgraduate High Achiever’s Scholarship Coventry University
- Recipient of Coventry University’s Course Tutors Prize for 2017 for overall high academic achievements

BA (First Class Honours) Visual Communications and Journalism | 2012 – 2016

University of Veliko Tarnovo (Bulgaria)

- Final exam grade of 6 (equivalent to A+)

PROFESSIONAL SKILLS & STRENGTHS

Professional/Management:	Graphic design (digital and print) and conceptual thinking Creative and adaptable Attention to detail and accuracy of working B2C industry knowledge Organisation, prioritisation and planning Deadline-oriented/time management Marketing communications Consumer behaviour expertise Planning, organisation and prioritisation Analytical and critical-thinking inform innovative solutions to complex problems Staff management and team leadership
Communication:	Languages: Bulgarian (fluent), English (fluent), Turkish (fluent), Polish (intermediate), German (intermediate) Relationship management/rapport building at all levels Client engagement/retention and networking Cross-functional/multidisciplinary collaboration and team working

DESIGN PORTFOLIO: <http://fudzhaysaidov.eu/>

BEHANCE PORTFOLIO: <https://www.behance.net/fudzhaysaidov>