



# elina krastina

## HELLO!

I'm Elina – a graphic designer based in Sydney. I've always been a 'maker' – creating makes me feel alive. I'm passionate about illustration, calligraphy, typography, print design, visual identity & branding. I have a particular interest in sustainable and environmentally friendly design solutions. Having a degree and previous experience in media and communication and advertising I am familiar with thinking beyond just what I think looks great and able to creatively find the best way to communicate with a specific audience a brand wants to reach.

## EDUCATION

### 2021-2022 TAFE NSW

- ◆ Diploma of Graphic Design
- ◆ Cert III in Design Fundamentals
- ◆ Cert IV in Graphic Design

### 2006-2010 UNIVERSITY OF LATVIA

- ◆ BSocSc (Media & Communication, Advertising)

## SKILLS

### Adobe Creative Suite

Illustrator      InDesign  
Photoshop      After Effects

### Other Software

Procreate  
Figma  
Cinema4D

## LANGUAGES

English, Latvian - Fluent  
Russian - Intermediate

## CONTACT ME

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## DESIGN EXPERIENCE

### Managing various freelance jobs (2020 – current)

- ◆ Promotional material design (concert poster, web banners, social media graphics, concert program and merchandise for HummingSong Choirs annual concert); invitations and posters for various community events.
- ◆ Branding package design for small businesses.
- ◆ Custom wedding and party invitation design, hand lettered pictures, signs, paintings, posters and placecards.
- ◆ Client communication, interpreting a brief, ideating concepts, working with client feedback and being flexible and attentive to client's needs.

### ASAP Promo Marketing Agency (2006-2009)

- ◆ Promotional Representative, Project Manager Assistant (Internship)
- ◆ Working in the advertising agency taught me collaborating in a team, creative thinking, adaptability, working in a fast paced environment and on multiple projects simultaneously.

## OTHER EXPERIENCES & SKILLS

- ◆ **Volunteering for several community organisations** and NGOs for many years and participating in planning and organisation of various events and courses starting from the initial concept brainstorming to final execution. My roles have included planning, ideating, managing, communicating, visual identity solutions and collaborating in a team.
- ◆ **Leading, organising and managing** a weekly youth group has strengthened my leadership, coordinating, communication and planning skills.

## MY KEY STRENGTHS ARE:

- out of the box thinking
- adaptability
- high sense of responsibility
- great communication skills
- curiosity & desire to learn