



ROUMIANA IVANOVA

GRAPHIC DESIGNER

ABOUT ME

- Talented graphic designer & artist with over 20 years of experience in creating product packaging, labels, marketing materials, and much more
- Great sense of aesthetics combined with strong understanding of composition, color, balance, and knowledge of design principles, processes and tools
- Strong print production skills
- Highly organized & self-motivated with ability to multi-task under tight deadlines
- Extremely detail-oriented with proven analytical skills, capable of working independently or in a team environment
- Quick learner with positive and enthusiastic attitude even in challenging situations

SKILLS

- Adobe CS (Illustrator, Photoshop, InDesign, Acrobat)
- MS Office (Word, Excel, Power Point)
- Concept Art & Development
- Layout & Typography
- Print Design
- Time Management
- Problem Solving
- Collaboration
- Quality Assurance

CONTACT

Castro Valley, CA 94546
(510) 276-3465
roumiana_i@yahoo.com
www.rumidesign.net

WORK EXPERIENCE

2020-RECENT

*CREATIVE DESIGNER /
PRODUCTION DESIGNER*

ALL AMERICAN LABEL AND PACKAGING - DUBLIN, CA

- Worked for the in-house Creative Studio team
- Collaborated closely with the Marketing Director to implement new design concepts from initial consultation to press checks with clients for logos, labels, packaging, and full package suites
- Used Esko Visualizer 3D rendering software to show finished products - material texture, embossing, spot gloss, foil stamping, and other finishing processes
- Re-designed, adjusted, and corrected vendor's design files based on job specifications
- Prepared files for a one-up workflow with Esko Tools
- Created files for Variable Data and Variable Images
- Managed press checks with clients

2014-2020

*CONCEPT
GRAPHIC DESIGNER*

LABEL CONCEPTS - DUBLIN, CA

- Directed all phases of creative work from concept to final stage to maintain client's expectations on quality and deadlines
- Executed on-brand design solutions for a variety of packaging products and labels, maintaining brand standards and specifications
- Coordinated photoshoots
- Ensured that federal packaging and trademark requirements and regulations are met
- Organized and maintained art files and libraries
- Retained and supervised vendors on projects

2008-2013

*GRAPHIC DESIGNER /
PRODUCTION DESIGNER*

CUSTOM LABEL - HAYWARD, CA

- Created concept design, re-designed and updated vast variety of labels for the food and beverage industry, cosmetic and personal care, medical and health care, wine labels, labels with variable data, coupons, window decals, postcards & magnets
- Prepared templates and layouts of items printed on HP Indigo 4500 digital press (4 color process plus up to 3 spot colors)
- Managed fast turnaround and ensured accurate completion of all tasks on the daily digital press schedule, following the ISO procedures and requirements



ROUMIANA IVANOVA

GRAPHIC DESIGNER

EDUCATION

- NATIONAL SCHOOL of ARTS & DESIGN, Bulgaria
- Graphic Arts and Industrial Design Degree with Minor in Fine Arts

LANGUAGES

- English
- Bulgarian

HOBBIES

- Drawing
- Oil Painting
- Music
- Hiking
- Gardening
- Cooking

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WORK EXPERIENCE

2005-2008

*PACKAGING DESIGNER
FOR SAFEWAY
PRIVATE PRODUCT
LINE*

MATTHEWS PACKAGING DESIGN - ALAMEDA, CA

- Refined & developed labels, cartons, bags and other packaging items for SAFEWAY Inc., and its sister-companies: VONS, DOMINICKS, RANDALLS and GENUARDIS
- Assured compliance with the Safeway Corporate branding guidelines, and Legal and Regulatory requirements
- Updated existing designs of packaging products, i.e., changes to die-lines, color pallets, copy changes, including multi language products, layout modifications

2003-2005

*GRAPHIC DESIGNER
CORRUGATED PACKAGING*

SPECIALTY PRODUCTS / WEYERHAEUSER CO SAN LEANDRO, CA

- Maintained and managed operations of internal Graphic Service Center
- Manipulated outside vendor's art to meet specifications for flexography printing and plate-making processes
- Made mock-ups as working tools for sales presentations
- Interacted one-on-one with design agencies, outside vendors, and in-house printing production management

2000-2002

*PACKAGING DESIGNER
FOR SAFEWAY
PRIVATE LABEL
PRODUCT LINE*

O.N.E. COLOR COMMUNICATION - OAKLAND, CA

- Created concepts and design through production for labels, boxes, multi-wall bags and other products for SAFEWAY Inc., and its sister companies: VONS, DOMINICKS, RANDALLS and GENUARDIS
- Art-directed photoshoots with color sketches
- Implemented re-design changes, size variations, and layout modifications to current packaging to abide by specific characteristics of the Safeway Corporate branding rules
- Performed image manipulations, scans, color corrections, retouching, layout, and typography