

Juliana Kofler

Graphic designer and creative artworker

I am a graphic designer and creative artworker with a focus on crafting functional designs across different disciplines. With expertise in research analysis I develop creative solutions for branding, digital, and print projects. My understanding of visual identities allows me to produce engaging artworks for brands.

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Employment

Graphic Designer

ChillCreate Creative Agency
February 2025 - Present

A graphic designer position in a small creative agency, which is focusing on cultural and community organisations. The role included a diverse range of design projects, from crafting multi-format assets for digital and print to developing campaign design for events.

- Designed visual identities for cultural events, including logos, colour palettes, image manipulations, and collages, applied consistently across digital platforms and multi-format print materials.
- Manage projects for a few of the agency's largest clients, including concept development, presentation of progress decks, incorporating feedback, and delivering final assets to deadline.
- Created organised Canva asset libraries for each event, including templates, graphics, and colour palettes, ensuring assets were client-ready, editable, and aligned with brand guidelines.
- Designed and prepared print-ready materials such as flyers, posters, menus, brochures, etc., ensuring files met all technical specifications for high-quality printing.
- Adapted and tested colour palettes to meet strict accessibility and contrast ratio standards, ensuring inclusive design solutions.

Junior Graphic Designer

Wolfgang Creative Agency
October 2023 - November 2024

A graphic designer position in a small creative agency, which is focusing on beauty and catering businesses. The role included a wide range of responsibilities, from creating graphic assets to developing brand identity for clients and working with websites.

- Created visual identities and multi-channel assets for web, social media, merchandise, and advertising campaigns, ensuring consistency with brand guidelines.
- Sourced visuals using client databases and stock platforms and performed advanced image manipulation, including editing, retouching, and compositing.
- Designed responsive website layouts in Adobe XD and Figma, incorporating UI/UX best practices. Implemented updates and solutions in live environments using Squarespace.
- Produced static and animated hero images, promotional banners, and supporting visuals for email marketing campaigns using Dartagnan.io.
- Created custom digital illustrations with Adobe Ps and Wacom tablet to convey brand narratives and enhance marketing materials.

Exhibitions

Thames-Side Studios open studios exhibition

June 2024

Contributed to the Satori publication, an open-brief project showcased at the TSS exhibition. The publication featured five unique interpretations of the concept of Satori, including my own contribution. My piece explored mixed-media techniques, combining photography and vector illustration to deliver a distinctive visual narrative.

Education

(BA) Graphic Design (2:1 honours)

Ravensbourne University London
September 2020 - June 2023

Software skills

- ▶ InDesign
- ▶ Photoshop
- ▶ Illustrator
- ▶ XD
- ▶ Figma
- ▶ After Effects
- ▶ Canva
- ▶ Squarespace
- ▶ Microsoft Office
- ▶ WordPress
- ▶ Dartagnan App

Interests

-  Illustration
-  Photography
-  Print design
-  DIY
-  Singing
-  Songwriting