Veronika Merkova

Junior Graphic Designer | Athens | +30 6987871506 | merkova@hotmail.gr | Portfolio

Professional Summary

Junior Graphic & Web Designer with a strong focus on visual communication, branding, and social design. Completed a Master of Arts in Design, with experience in projects that merge theory and practice across print and digital platforms. Skilled in developing brand identities, editorial design, and websites. Proficient in Adobe Creative Suite, WordPress.

Education

Master of Arts in Design - AKTO Art & Design - Middlesex University, Athens (Feb 2024 – Oct 2025)
Bachelor of Arts in Photojournalism - South Wales University - Cardiff, Wales (Sep 2016 – Aug 2019)

Design Experience & Projects

MA Project - Visual Communication & Social Design (2024 - 2025)
- Developed an installation featuring hand-stitched quotes from women, presented as part of an exhibition.
- Created a visual campaign combining body photography with slogans to address themes of empowerment and social awareness.
- Integrated semiotics and feminist theory into the design process.
- Tools used: Adobe InDesign, Illustrator, Photoshop.

Co-Founder & Creative Director - Voice.Cymru (2019 - Present)
- Developed brand identity, including logo and visual guidelines.
- Designed and launched the WordPress website.
- Produced and edited a series of podcasts
- Created digital content, including illustrations, portraits, and visuals for social media.
- Produced a small editorial magazine, overseeing layout, design, and content direction.

Other Professional Experience

Technical & Administrative Support – iSofia, Athens (Sep 2020 – Sep 2024)
- Provided administrative and operational support to ensure smooth office and project management.
- Provided WordPress maintenance, technical documentation, and translations.

Technical Support Specialist – KEDIVIM-OPA, Athens (Mar 2020 – Jun 2023)
- Provided live streaming technical support.
- Managed and updated content on the Moodle platform.

Skills

• Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Audition)
• WordPress Development & Maintenance
• Branding & Visual Identity
• Typography & Layout Design
• Digital & Print Design
• Project Management & Collaboration
• Languages: Greek (Fluent), English (Fluent), Czech (Fluent)