

# L/K Luci Kalinova

## Digital Product Designer

📞 +41 78 408 49 52  
✉ hello@luciekalinova.com  
💻 www.luciekalinova.com



### WORK EXPERIENCE:

- **SEVEN eight - Co-founder & CCO** (Apr 2020 - Present, Zurich)  
Responsible for all designs, creative direction and business strategy.  
Industry: Dance, Technology
- **Freelance Digital Designer** (Jan 2020 - Present, Worldwide)  
Clients & Industries: DIGME at home (Fitness), Picstars (Influencer Marketing), FRE-PRO (Hygiene and Scent Service)
- **Toaster - Digital Designer** (Jan 2019 - Dec 2019, London)  
Working mostly on different projects for Google. AR experience for Google ads, Trust Services, Impact Safety Challenge, Be Internet Legend, Be Internet Citizen.  
Industry: Marketing, User Education
- **OAK'S LAB - Digital Product Designer** (Oct 2017 - Nov 2018, Prague)  
UI/UX design: Websites, web/mobile applications, social media.  
Working with Project Managers, Software Engineers, Head of Design.  
Clients & Industries: OAK'S LAB Academy (Education), ROARI (Multimedia), Family First Life (Insurtech), CoinFlip (Healthcare)
- **Karen Millen - Digital Designer** (Nov 2015 - Sep 2017, London)  
All BAU materials (weekly homepage updates, newsletters, banners, landing pages and more) and website redesign.  
Industry: Retail, Fashion
- **Not Another Design Agency - Designer** (May - Nov 2015, London)  
Social media content, packaging and print materials.  
Clients & Industries: Protein World (Wellbeing, Fitness), Good Guru (Wellbeing)
- **Kalvei, s.r.o. - Creative Lead** (Jan 2015 - present, Prague)  
All digital and print designs and company photographer. Lead and executed the rebranding.  
Industry: Hygiene and Scent Service

### CERTIFICATIONS:

- **General Assembly, Workshop Designing for Multiple Devices** (2016, London)
- **Academy Class - Adobe Creative Licence** (2013, Manchester)
- **Photography Course** (Intermediate and Advance Level) (2010, Prague)

### EDUCATION:

- **General Assembly, Front-End Development** (May - Jul 2016, London)
- **Shillington College, Graphic Design** (Sep - Dec 2015, Manchester)
- **Bangor University, Creative Studies** (Sep 2013 - Jan 2014, Bangor)
- **Literary Academy - Medias, Undergraduate** (2011 - 2014, Prague)

### PROFESSIONAL SKILLS:

Sketch	<div></div>	90%
Adobe CS	<div></div>	85%
Figma	<div></div>	85%
After Effects	<div></div>	80%
Marvel	<div></div>	85%
Zenhub	<div></div>	75%
Keynote	<div></div>	85%
Photography	<div></div>	85%

### LANGUAGES:

- **Czech - Native Speaker**
- **English - Advanced** (IELTS 6, 2012)
- **Spanish - Advanced** (DELE B2, 2010)