

Dear

ALLEYWAY

After reading about your Agency and viewing your projects, I believe I would make a good fit.

I am a Graphic designer with a Graduate degree in Visual Communications Graduate (BFA). Whilst being a designer, I am also trained in classical drawing, painting and illustration since it was an obligatory part at the Academy of Fine Arts and Design Ljubljana.

From a young age, I've always shown interest in creating, designing and drawing. It's how I learnt to express myself when I merged it with the graphic design industry I found simple pleasures in finding various ways to converge functionality, efficiency and aesthetics all in one. In my free time, I like to learn about different design approaches, perspectives and methodologies that help me gain valuable knowledge and views for future projects. I consistently research ways I can improve my conceptual, creative and design skills. To achieve this goal I have attended a number of design conferences and festivals to broaden my perspective.

To challenge myself in my university years, I studied abroad (outside the EU) and finished a semester at Western Sydney University in Australia. This gave me a rare opportunity to see a glimpse into a different approach to design techniques. Here I gained valuable international industry experience. I am highly motivated to build on my experiences, widen my skill set and achieve personal growth by further adopting new projects, learning new concepts and perfecting my current skills.

My strengths lay in brand identities, whilst I have gained quite the knowledge and experience in the digital world (websites, digital advertising etc.) I still find designing packaging, editorial and print materials just as delightful, if not more. While in the printing world, I like to experiment with different print finishes and paper selection, in the digital world, I love to dig into the world of short, fun typographical animations.

Whilst working as an in-house "Design Lead", I have learnt how to be everything from a photographer, digital ads and catalogue designer to UX/UI specialist setting up Shopify stores. With this I gained unique skills in different areas which I then enhanced working in top agencies in Slovenia, learning how to produce great results on short deadlines.

At the moment, I am a designer at the Formitas Group, an associate member of BBDO working in Ljubljana, Slovenia. I would love the opportunity to become a part of your team.

Thank you for taking the time to read my cover letter, and I hope you will consider my application.

Kind Regards,
Tina Milošič