

Veronika Silberger, Senior Digital Designer

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LINKS

[Portfolio](#), [Linkedin](#)

PROFILE

With 7+ years of experience in the design industry, I've gained extensive project experience from UX/UI, Motion Graphics, Video Compositing, and Web Development. My focus is always to deliver **engaging digital experiences** that meet the **customer and business needs**.

EMPLOYMENT HISTORY

- Sep 2021 — Jan 2024 **Digital Growth Marketer, Launch Mappers** London
Producing all digital assets for performance marketing in social and digital display Ads. From static and animated visual sets to optimised Webflow, WordPress, Storyblock websites and Landing Pages. As part of the growth marketing team we delivered B2C & B2B marketing campaigns for Fintech, Real Estate, Energy and Utilities industries. Data analysis and the implementation of SEO strategies.
- Aug 2020 — Aug 2021 **UX/UI Designer, Expert Demand Generation** Remote
Designed intuitive UX/UI solutions for various projects. I applied UCD approach to understand customer needs and guide design decisions. My wide range of experience in user interface design patterns and prototyping tools, along with my knowledge of HTML, CSS, and JavaScript, contributed to finding the right solutions.
- Jan 2020 — Present **Digital Asset Creator, Canva** Remote
Selected as one of the elite global designers to routinely design templates integrated into the Canva library.
- Jul 2019 — Aug 2020 **Digital & Brand Designer, Vmal** London
Supporting the marketing team with creative solutions across multiple channels and touchpoints including web, social, email, DM and OOH. Designing physical products and preparing artwork for print, including packaging and graphics for delivered concepts.
- Mar 2015 — Apr 2018 **Digital Designer, Freelance**
Providing creative services for businesses large and small including brand identities, inbound/outbound marketing, SM Management and web UI/UX. Working with clients worldwide on diverse projects.

INTERNSHIPS

- Mar 2018 — Sep 2018 **Marketing Assistant, Embassy of the Czech Republic, London** London
Supporting the launch of new and exciting products with the design of landing pages that drive engagement and conversion.

EDUCATION

- Sep 2019 — Sep 2020 **Msc, IT Management, UCL Department of Science, Technology, Engineering and Public Policy (STePP)** London
 - Graduated with Distinction
 - During my studies I volunteered as a Student Representative of the Information Science department
- Sep 2016 — Apr 2019 **BA, Digital Design & Media, Middlesex University** London

SKILLS

Adobe CC, Figma, WordPress, Meta Business Suite, ActiveCampaign	Expert	Motion graphics, Adobe After Effects, video editing	Skillful
HTML5, CSS3, JavaScript	Experienced	UX/UI processes and methodologies, knowledge of	Expert

HOBBIES

When I'm not designing, I'm out there training for a marathon. My approach to creativity is similar to running – I give my all to every project, just like I do when preparing for a race. It's all about putting in the effort and staying committed, with no shortcuts or compromises.

HONORS & AWARDS

May 2019

Certified Tester in User Testing

Jul 2018

Adobe Site Of The Day