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Ola Opalinska

BRANDING ▪ CAMPAIGN DESIGN ▪ EDITORIAL

Graphic designer with over four years of experience delivering brand, campaign, and editorial design across digital and print platforms. My practice centres on visual storytelling, combining typography, illustration, and layout to translate narrative into engaging visual communication.

Experienced in creating marketing assets, social media campaigns, brand materials, and editorial design for both cultural and commercial projects. I bring a thoughtful, collaborative approach to design and enjoy working from concept through to final delivery.

Professional Experience

COMPLYADVANTAGE, JANUARY 2024 – PRESENT

- Designed marketing and brand assets across **digital and print platforms,** including social media campaigns, paid advertising, event materials, and editorial content.
- **Maintained and strengthened brand consistency** across the organisation by applying and evolving brand guidelines.
- Led smaller creative projects from concept through to final delivery.
- Took over social media design and created visual campaigns that enhance brand storytelling and engagement.
- Introduced event and product photography into the design workflow to expand visual content for marketing and social channels.
- Awarded the Internal **Marketing Excellence Award** for exceptional contribution and creative initiative.

ALFA KLASĖ, JULY 2022 – SEPTEMBER 2023

- **Led a refresh of the brand's visual identity,** including illustration, typography, and colour direction.
- Designed print and digital assets including marketing materials, social media graphics, and brand collateral.
- Collaborated directly with the client to translate brand values into a cohesive visual system.

Education

UNIVERSITY OF THE ARTS LONDON, 2019 – 2022

- **BA (Hons) Graphic Design - First Class Honours**
- Elected Year Representative, and College Representative

References available upon request

Skills

Brand identity | Illustration | Campaign and marketing design | Typography and editorial layout | Social media and digital design | Photography

Softwares

Adobe Creative Suite | Illustrator | InDesign | Photoshop | After Effects | Premiere Pro | Figma | Procreate | Microsoft Office

Skills

Visual storytelling | Collaboration | Creative problem-solving | Attention to detail | Adaptability

Courses

- Book Illustration – Short Course
- Creative Direction – Short Course
- Art Direction for Advertising Creatives