

# Sasha Kos

Founder, Creative director at northbird

sasha.kos@gmail.com

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## Summary

Sasha Kos is a Sydney-based senior level designer with 9 years of industry experience. Relocated from Slovenia nearly 3 years ago, her work reflects the best of European design values: functionality, simplicity, attention to detail, and boldness. Her work demonstrates excellent typography and layout skills, while being able to generate creative ideas from concept to production stage.

She is currently running her own sole-trading business while seeking a highly creative role in a challenging environment. A suitable position would offer a potential for assuming a design leadership role in the future.

## Specialties

Brand development, design.

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## Experience

### **Founder, Creative Director at northbird**

April 2007 - Present (2 years 8 months)

Northbird is a results-driven creative (sole-trading) business that strives to achieve the best possible outcome and product quality. Specialising in branding and marketing communications, it offers a diverse range of design-related services.

([www.northbird.com.au](http://www.northbird.com.au))

- Producing creative concepts based on a client brief.
- Developing BTL and ATL advertising material.
- Developing and Building new Brands.
- Developing web-based concepts and ideas.
- Creating press-ready files for production.
- Art direction and Project Management.
- Involvement in all stages of the project.
- Reporting to the client.
- Attending client meetings.
- Presenting creative ideas to the client.

### **Senior Graphic Designer at ZOO2, Pty Ltd**

September 2007 - September 2008 (1 year 1 month)

- Producing creative concepts based on a client brief.

- Developing BTL and ATL advertising material.
- Following strict Branding Guidelines when creating artwork.
- Developing and Building new Brands.
- Developing web-based concepts and ideas.
- Creating press-ready files for production.
- Working closely with other team members.
- Regular Art direction, working closely with Project Managers.
- Occasionally reporting to Art Director.
- Contributing to brainstorming sessions.
- Involvement in all stages of the project.
- Attending client meetings.
- Presenting creative ideas to an audience.

*1 recommendation available upon request*

### **Freelance Graphic Designer at Beetroot Consulting**

May 2007 - September 2007 (5 months)

- Producing creative concepts based on a client brief.
- Developing BTL and ATL advertising material.
- Following strict Branding Guidelines when creating artwork.
- Developing and Building new Brands.
- Creating press-ready files for production.
- Working closely with other team members.
- Reporting to Art Director.

Temporary Freelance Employers: Publicis Mojo, Host, Principals, Devotion, Semcom, Mainspring\* and RWK Design. ( \*not via Beetroot)

*2 recommendations available upon request*

### **Senior Graphic Designer at Publicis Slovenia**

May 2005 - March 2007 (1 year 11 months)

- Producing creative concepts based on a client brief.
- Developing BTL and ATL advertising material.
- Following strict Branding Guidelines when creating artwork.
- Developing and Building new Brands.
- Developing web-based concepts and ideas.
- Creating press-ready files for production.
- Working closely with other team members.
- Regular Art direction, working closely with Project Managers.
- Occasionally reporting to Art Director.
- Contributing to brainstorming sessions.
- Involvement in all stages of the project.

- Attending client meetings.
- Presenting creative ideas to an audience.

**Md-wght Graphic & Web Designer at HD d.o.o.**

February 2005 - May 2005 (4 months)

**Freelance Web Designer at Self - Employed**

April 2004 - February 2005 (11 months)

**Md-wght Web Designer at Renderspace d.o.o.**

April 2003 - April 2004 (1 year 1 month)

*1 recommendation available upon request*

**Freelance Web Designer at Self - Employed**

June 2002 - March 2003 (10 months)

**Junior Web Designer at Repro d.o.o**

March 2002 - June 2002 (4 months)

**Junior Web Designer at Zaslon d.o.o.**

October 2000 - March 2002 (1 year 6 months)

*4 recommendations available upon request*

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## Education

**Raffles College of Design and Commerce, Sydney**

Master of Design, Digital Media, 2008 - 2009

**IAM, Institute and Academy of Multimedia**

Engineer of Multimedia, Multimedia, 2002 - 2006

**Design & Photography High School**

Graphic Designer, Graphic Design, 1997 - 2000

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## Honors and Awards

- Winning the Young Creative of the Year Award at Slovenian Advertising Festival (SOF) in March 2006. The award was based on a Print Ad competition.
- Representing Slovenia by attending Worldwide Young Creatives Cyber Competition at the Cannes Lions Advertising Festival in June 2006.
- Achieving a finalist position at the 2005 Magdalena International Creative Awards.

## Interests

Design, Advertising, Team Management, Leadership, Art Direction, Design Mentorship and Supervision, Personal Development, Training and Self-Education, Photography, Public Speaking and Leadership (Toastmasters), Reading & Writing, Sewing, Travel, Music, Dancing, Films.

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## 8 people have recommended Sasha

"Sasha is a conscientious designer with strong typographic skills and a confident approach to work."

— **Stephen Walker**, *Designer, Devotion*, managed Sasha indirectly at Entity Solutions, Pty Ltd

"Sasha's fresh, innovative approach to design was key to Zoo2 winning several high-profile clients. She was always passionate about delivering the highest standard of artwork, and was inspirational to the whole creative team. Sasha is sure to be successful with any future position."

— **Sean Brokenshire**, *Multimedia Producer / IT Manager, Zoo2*, worked directly with Sasha at ZOO2, Pty Limited

"Sasha is an excellent web designer with trendy, fresh and professional graphic ideas. She is true member of web 2.0 generation."

— **Jure Vrhovnik**, *Creative Director, Software Developer, ZASLON d.o.o.*, managed Sasha at Zaslون d.o.o.

"I worked on the software quality implementation and software process engineering at Zaslون d.o.o. during which time I came to know Sasha. At all times I found her to be an inventive working member of her team, dedicated to design, creatively marrying technology with web usability and breakthrough visual appearance. I wish her all success in the future."

— **Ales Kosir**, *Quality Manager, Zaslون d.o.o.*, managed Sasha indirectly at Zaslون d.o.o.

"Let me say that I have no doubt she can adeptly meet the challenges. She has shown me repeatedly that she is profoundly honest, dedicated and responsible. She has done double shifts, worked on holidays if necessary, and filled in a number of times. And so I refer to you a genuinely talented young lady whom I feel is already evolving into a first-rate designer. I recommend her for employment without reservation."

— **Sasa Leben**, was Sasha's client

"I have been working with Sasha at Zaslون d.o.o. for more than one year. Even though we worked in different departments I remember she was a very important member of the Graphics & Design

team and everybody was very satisfied with her work. I also had an opportunity to see her at work later on, when I was working at Crea d.o.o. as she designed company's web site. The base design of Crea's web site hasn't changed much since she designed it and that is a testament to her good work."

— **Ales Daneu**, *Software developer, Zaslou d.o.o.*, worked with Sasha at Zaslou d.o.o.

"Sasha designed a series of generic website templates for our company. They are currently used on almost 100 websites. She also designed several custom websites for our more demanding clients. Her work is always of the highest quality and delivered on time."

— **Peter Oberc**, was Sasha's client

"I was Sasha's immediate supervisor at ZASLON for one year. She proved to be a self-confident, creative person, dedicated to her work. Being a very sociable person, she had no problems integrating into a team of older co-workers. She was always willing to learn something new and was never afraid of more challenging tasks."

— **Peter Oberc**, *Project Manager, ZASLON d.o.o.*, managed Sasha at Zaslou d.o.o.

[Contact Sasha on LinkedIn](#)