

Laine Zvirgzdiņa

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EXPERIENCE

Graphic Designer

Roche Services and Solutions | Sept 2023 – present

- Creating motion graphic based explainer videos for awareness in various disease areas and/or pharmaceutical studies, beginning with the storyboard drafting to the motion design execution.
- Adapting the Pharmaceutical network digital & print materials such as flyers, brochures, banners, email templates, for use all over the world, ensuring the assets are compliant with local requirements.
- Collaborated with illustration-specialized designers to produce static/animated advertising and educational, informative design materials
- Ensuring the global Roche & product brand guidelines are followed by clearly communicating to clients if there are any brand compliance issues and why.

Graphic Designer

Creative Agency "Raugs" | Nov 2019 – Aug 2023

- Developed layout structures and visual concepts for various editorial publications, such as books and catalogues
- Rehashed existing visual communication materials or information to give them a fresh look for attracting new clients or convey the given information more effectively (packaging, infographics, informational booklets)
- Made various motion graphics for informative videos, as well as editing and producing video content
- Produced the layouts and visuals for large-scale format print objects as well as content for interactive objects, including audio and visual material as part of exhibitions

EDUCATION

Master in Graphic & Digital Design

LABASAD Barcelona School of Arts & Design | 2023 – 2024

Proprietary degree

Specialist of Print Design

Riga State Technical School | 2016 – 2020

Secondary professional education

LANGUAGES

Latvian *native*
English *exceptional*

INTERNAL SKILLS

Trained in print production technical knowledge, collaborating with printers to meet their specifications for any kind of printing job.

Experience in efficient workflow for laying out and designing, making use of scripts to automate tedious tasks, especially in editorial design & motion design.

Collaborating with creatives specializing in other areas for fresh perspectives.

AWARDS

WorldSkills Kazan 2019

WorldSkills International, Kazan, Russia | 2019

Participation award in the Graphic Design competition

SkillsLatvia 2019

State Education Development Agency of Latvia, Riga, Latvia | 2019

1st place in both the semi-final and final of the Graphic Design competition