

Larisa Balan

Graphic Designer specialising in Branding

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Profile

Graphic designer specialising in branding, visual identity, and campaign design, with experience across conceptual university projects and freelance client work and industry experience. Passionate about developing thoughtful and engaging visual identities that combine creativity with clear communication.

Experience

BIMA Creative Brief Work Experience

May 2026

- Participating in a one-week industry-focused design brief as part of the BIMA programme.
- Collaborating within a creative team to develop conceptual and strategic responses to a live brief.
- Gaining insight into professional creative workflows, pitching, and industry-led problem solving.

Freelance Graphic Designer

2023 - Present

- Designed bespoke wedding invitations, working directly with clients to develop cohesive visual concepts.
- Created menu designs for a lounge, focusing on typography, layout, and print-ready production.
- Produced garment mockups and technical packs for a clothing brand using Adobe InDesign.
- Managed client communication, feedback, and project delivery across multiple design projects.

Customer Advisor — Boots

2023 - Present

- Worked in a fast-paced customer-facing retail environment, developing strong communication and organisational skills.
- Handled transactions while maintaining visual merchandising and operational standards.
- Supported daily store operations and occasionally acted as store lead when required.

Skills

Design

Branding • Visual Identity •
Typography • Layout Design
• Visual Storytelling • Concept
Development

Software

Adobe Illustrator • InDesign •
Photoshop • After Effects •
Premiere Pro • Figma • Canva

Additional Skills

• Basic Motion Design & Animation
• Basic 3D Modelling (Maya &
Cinema 4D)
• Microsoft Office suit

Education

BSc (Hons) Digital Design

Brunel University London - 2023 - 2026

A-Level Graphic Communication, Maths & Economics

London Academy - 2021 - 2023

GCSEs Including Graphic Communication

London Academy - 2018 - 2021