

LARISA BALAN

GRAPHIC DESIGNER

Branding • Campaign Design • Visual Identity • Print Design



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PROFILE

Graphic Designer with experience across branding, visual identity, print design, campaign design, and digital content creation through freelance projects, agency internship work, and industry-led creative briefs.

Skilled in developing creative concepts and translating them into effective visual communication across both print and digital platforms.

Seeking a Graphic Designer role where I can contribute strong design fundamentals, creative thinking, and commercial awareness while continuing to develop within a collaborative creative team.

EDUCATION

BSc (Hons) Digital Design
Brunel University London
2023 – 2026

Relevant Areas:
Branding • Visual Identity • Advertising
• Motion Graphics • Print Design

A-LEVELS
London Academy 2021 – 2023

Graphic Communication
Maths
Economics

EXPERIENCE

DESIGN INTERN | 2Tucans
June 2026 - Present

- Leading the agency’s re-branding project, developing a refreshed visual identity to better communicate the company’s positioning and services.
- Creating brand assets and visual guidelines to ensure consistency across digital platforms and marketing materials.
- Supporting branding, website, and digital design projects for start-up and small business clients.
- Collaborating with designers, developers, and freelance creatives to deliver client-facing design solutions.

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 mock-ups and technical packs for a clothing brand using Adobe InDesign.
- Managed client communication, feedback, and project delivery across multiple design projects.

BIMA NextGen | 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 processes, pitching, and industry-led problem solving.

EXPERIENCE (CONTINUED)

CUSTOMER ADVISOR | Boots

2023 - Present

- Worked in a fast-paced customer facing retail environment, developing strong communication and organisation skills
- Supported daily store operations and occasionally acted as store lead when required.

SKILLS

BRANDING & IDENTITY

- Brand Strategy
- Visual Identity Systems
- Logo Design
- Brand Guidelines

GRAPHIC DESIGN

- Editorial Design
- Layout Design
- Campaign Design
- Advertising Design
- Print Production
- Visual Storytelling

MOTION & DIGITAL

- Motion Graphics
- Basic 3D (Maya & C4D)

UX/UI & DIGITAL LAYOUT

- Wireframing & Prototyping
- User Interface Design

SOFTWARE

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- After Effects
- Premiere Pro
- Figma & Canva

ADDITIONAL

- Client Communication
- Visual Storytelling
- Microsoft Office Suite

FEATURED PROJECTS



SKYPE REBRAND & CAMPAIGN

Refreshed Skype's visual identity and created an integrated campaign targeting younger digital audiences.

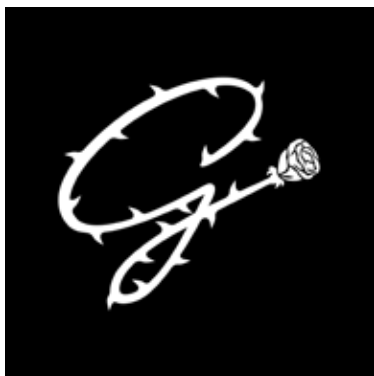
Delivered social assets, OOH visuals, and merchandise concepts that improved brand consistency and modernised the platform's visual presence.



BP HOME BRAND IDENTITY

Developed a conceptual clean-energy sub-brand for BP, designing a modern visual system and campaign applications. Strengthened consumer clarity and trust through cohesive branding and clear communication.

Deliverables: Logo system, brand guidelines, campaign visuals.



GRATIOR CLOTHING BRAND

Produced garment mockups, refined logos, and created production-ready technical packs. Supported accurate manufacturing and improved brand consistency across apparel.



LYRA

Created a future-focused skincare brand concept exploring how branding could evolve by 2050. Developed a cohesive visual identity supported by 3D motion graphics and adaptive campaign assets, combining branding, creative strategy, and digital design.

Deliverables: Brand guidelines, 3D advertisement, poster campaign.



PORTFOLIO

Larisabstudios.com

Full project case studies
available online or PDF