



Hello, my name is Daniel Šaloun. I'm a multi-disciplinary graphic designer, experienced across both print and digital media. Design is what I love and is something I want to do surely for the rest of my life. If you're curious, please see my [portfolio](#).

PERSONAL STATEMENT

I believe that in today's world graphic designer job couldn't be described only as applying effects and filters on images to make them look good. It sounds maybe a little old fashioned, but my working process always started with deep research, pencil and stack of papers. I am passionate about conceptual thinking and creative thinking that always led me to the best visual executions. During my studies, I developed an individual style of designing and illustrating. Thanks to my background in a public relation I learned how to communicate effectively with a wide range of people. It's a great strength because it has made me good in listening to the clients and understanding of their real needs and requirements.

EDUCATION

2013-2016
Teesside University (Prague College)
Middlesbrough, UK (Prague, CZ)
BA (Hons) Graphic Design
First-Class Honours

2007-2011
School of International and Public Relations
Prague, CZ
Maturita certificate in Diplomatic Services and Public Relations

PROFESSIONAL EXPERIENCE

2016
Fallon Praha
Creative Intern

Responsibilities:

working for the main client Skoda Auto Global
ability to multitask, prioritize and work under tight deadlines and high volume
incorporate changes recommended by the art directors into the final design
design and produce creative artwork including: advertising, animations social media, websites, brochures, flyers, illustrations, magazines, emails and events.

2013-
Freelance
Graphic Designer

Responsibilities:

meeting clients to discuss their requirements
demonstrating illustrative skills with rough sketches
interpreting the client's needs and developing a concept to suit their purpose
designing logos, CIDs, newsletters, websites, and advertisements for the clients
working with printers, copywriters, photographers and web developers



PROFESSIONAL EXPERIENCE

2013-

Elsa Group

Graphic & Web Designer

Responsibilities:

estimating the time required to complete the assigned work

attend briefing sessions and understand the managers requirements

presenting finalised ideas and concepts to managers

designing corporate identity, advertisements, catalogues, newsletters, billboards, banners, etc

working as part of a team with web developers.

ANOTHER EXPERIENCE

2016, Prague (CZ)

Reltex

Football project development collaboration

2014, Prague (CZ)

GOPAS

Professional course Adobe
(Illustrator, InDesign, Photoshop)

2013 -, Prague (CZ)

Výtvarný ateliér Praga Prima

Classical drawing and oil painting

2011, London (EN)

Wimledon School of English

Higher Intermediate Plus level

2009, Nice (FR)

Alpha B - Institute Linguistique a Nice

Intermediate level

2001-2011, Dobrichovice (CZ)

F.H.TK Dobrichovice

Tennis player

LANGUAGES

English

fluent (speaking, reading, writing)

Czech

native speaker

French

basic (speaking, reading, writing)

German

basic (speaking, reading, writing)

CONTACT

danielsaloun.com

saloun.daniel@gmail.com

+420 605 230 276

AREAS OF EXPERTISE

Advertising

Animation

Branding & Corporate Identity

Illustrations

Infographics

Mass Text/Editionar

Packaging

Posters

Web Design

SOFTWARE SKILLS

Expertise in:

Adobe Illustrator

Adobe Indesign

Adobe Photoshop

Proficiency in:

Adobe After Effects

Adobe Flash

Adobe Premiere Pro

KeyNote

HTML/CSS

Sketch

QuarkXPress

INTERESTS

This may sound a bit cliché, but it's designing what brings me joy and something I can do 24/7. Fortunately, there are even other great things in my life. One of them is my passion for exploring new places and different cultures. However, more often you can find me playing tennis or football in my free time. The combination of these sports is a great way to improve concentration and train teamwork skills. But I don't want to lie, football has always been part of my life and support Sparta Prague on the stadium or just play FIFA with my friends is a great way to relax for me.