

STELLA FILIPOV

A Bulgarian-American designer and art director with 5+ years of experience and an MFA in Design from the School of Visual Arts. Intersecting the arts with science, politics and culture, and creating powerful visual experiences backed by research and curiosity.

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EDUCATION

MFA DESIGN & ENTREPRENEURSHIP SCHOOL OF VISUAL ARTS NYC MAY '23

Co-chaired by Steven Heller & Lita Talarico

MFAD Teaching Assistantship

Conducted extensive thesis research regarding lifelong curiosity, interdisciplinarity, and critical thinking.

NEW MEDIA & THE TRAJECTORY OF ART SCHOOL OF VISUAL ARTS NYC JUN '22

Visual and Critical Studies CE

Instructed by Wilfried Laforge

Conducted research on media archaeology and the evolution of the relationship between art and its tools.

BFA GRAPHIC DESIGN & DIGITAL MEDIA, UNIVERSITY OF NORTH FLORIDA APR '21

Minor in Computer Science

Secretary of CMD+N Design Club

Dean's List 2019 to 2021

Presidential Gold Scholarship Awardee

DIGITAL SKETCHBOOK, STUDY ABROAD COURSE: IRELAND JUL '19

Mentored by illustrators Steve Simpson, Steve Doogan, Peter Donnelly and design agencies WONDR and Red Dog. Attended IDI Feed for creatives.

SKILLS

INDUSTRY KNOWLEDGE

Art Direction

Brand Identity & Naming

Typography

UI/UX Design

Print Design & Production

Concepting

Design Research & Strategy

Leadership & Problem Solving

Video Editing & Storyboarding

Illustration

Motion Graphics

Design Critical Thinking

TOOLS & TECHNOLOGIES

Adobe Creative Suite, Figma, Keynote

Wordpress [Elementor, Semplice]

Google Suite, Microsoft Office Suite

HTML/CSS, Discord Dev Tools, OBS

EXPERIENCE

DESIGNER, NMBL MAY '22 – PRESENT

Collaborated closely with creative directors to concept and execute compelling brand identities, dynamic layouts, longevous brand templates, engaging presentation narratives, and precise video storyboards—all underpinned by a systems approach. Helped create impactful marketing communications totaling to 2,300 digital and print assets within a year. Art directed product stills, videos, and social-first moments in collaboration with content creators. Notable clientele encompasses renowned brands such as Nespresso, Solgar, Blue Bottle, and Vital Proteins.

FREELANCE GRAPHIC DESIGNER, POSTER HOUSE JAN '22 – FEB '22

Contributed to a design initiative for the museum's outreach endeavors, centered on the prominent themes highlighted in 20/20 InSight: Women's Rights are Human Rights, Black Lives Matter, No Human is Illegal, Science is Real, and Love is Love.

JR GRAPHIC DESIGNER, SAGE CREATIVE CO OCT '19 – DEC '21

Collaborated on the strategic design of the studio's online presence, social media content, and marketing collateral. Created comprehensive brand identities, guidelines, and digital assets for women-led B2B and D2C businesses. Notable clients include Naturtint, Maurice's Jewelers, Randi Bryant.

FREELANCE VISUAL DESIGNER, STUDIO BREAKFAST SEP '21 – NOV '21

Contributed to shaping the studio's brand identity, strategy, and organizational structure during its formative stages. Played a key role in crafting user interface and user experience [UI/UX] systems for clients operating in the cryptocurrency sector.

ART DIRECTOR, SPINNAKER MEDIA AUG '18 – APR '21

Directed the Creative Services department in producing UNF's semesterly media publication, distributing 1,500 hard copies per issue to both students and faculty. Spearheaded content creation and social media promotion for Spinnaker's News, Radio, TV, and Business departments.

EDITOR, SPEEDGUIDE, INC. AUG '17 – SEP '21

Authored insightful articles spotlighting innovations in technology and product development, showcasing a keen understanding of emerging trends. Represented media at CES, the premier international tech conference, providing comprehensive coverage of the event's groundbreaking innovations and industry developments.

COMMUNITY

MENTOR, AIGA NY

Mentored two students [Parsons, UC Davis] in the 2023 cohort of the Design Career Mentorship Program. Previously mentee to Jessi Brattengeier [NYT].

APP WORKSHOP LEAD, EXPANDING YOUR HORIZONS

Instructed a workshop utilizing Google's App Maker for EYH 2016. EYH is a nationally known non-profit that hosts annual STEM learning experiences for high school girls.