



# Bianca Boar

Visual Communication |  
Graphic Design | Digital Design

 London, UK

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## Links

 [Website](#)

 [LinkedIn](#)

 [Instagram](#)

## Languages

English (Fluent)

Romanian (Native)

Spanish (Basic)

## About

With solid skills in digital design, notable animation and video editing abilities, my true passion unfolds in the areas of layout, typography, and branding. Eager to expand my horizons and contribute to a vibrant professional team, I am dedicated to evolving my conceptual thinking and deepening my branding skills. This drive is fuelled by my commitment to turning ideas into tangible realities, especially for projects with a positive impact in the world.

My focus and passion is on creating designs that are not only visually captivating but also rich in concept and meaning.

### BRANDS WORKED WITH

Caffè Concerto

Compost Design

David Game Higher Education (DGHE)

Signet Jewelers

## Experience



### ● Digital Designer

Signet Jewelers | Aug 2021 - Now

In my role, I create graphics, animations, digital assets, and banners for H. Samuel and Ernest Jones brands, focusing on conceptualising visuals that align with each brand's unique personality and guidelines.

I carefully consider the target audience, purpose, and unique brand personalities, crafting designs that effectively capture the distinct tone of each brand and resonate with the intended audience.

A significant part of my work involves ensuring design consistency across all platforms.

### ● Freelance Graphic Designer

David Game Higher Education (DGHE) | Aug 2023 - Sep 2023

Collaborated with three fellow alumni to establish the brand identity for the "Climate Matters" Symposium. I managed the social media design and video content production during the event, and also contributed to creating poster designs.

### ● Graphic Designer

David Game Higher Education (DGHE) | Jun 2021 - Jul 2021

At my former college, I co-designed signage for the Art and Design Department's, specifically tailored for an art exhibition, showcasing my collaborative skills and ability to create impactful designs in an educational and exhibition setting.

### ● Web Designing

Compost Design | Apr 2021 - May 2021

I designed the website identity for the UCF BA Photography Degree Show's online exhibition. I created engaging layouts for the homepage and student pages, ensuring a visually cohesive online showcase.



### ● Administrative Assistant

Caffè Concerto | Jan 2017 - May 2020

## Education & Training

2020 - 2021

### ● University of Gloucestershire

Bachelor of Arts - BA,

