



**DAINIUS STASIULIS**  
 me@logobou.com  
 +44 7493 072788

[www.linkedin.com/in/logobou](http://www.linkedin.com/in/logobou)  
[www.logobou.com](http://www.logobou.com)  
 Dartford / Kent

A results-driven and self-motivated Brand Designer with the competence to successfully translate desired message, concept and ideas into the overall image.

I deliver design solutions that push the envelope by looking at the bigger picture, improving clear communication with the target audience.

I am supporting brands and marketing departments creating tools for the business needs like brand or business presentations to get a tangible result.

Always looking for new challenges where I could share my branding experience making business smart.

**EXPERTISE**

- Branding
- Presentation
- Visual Communication
- Corporate Visual Identity
- Digital Design
- Content Design
- Marketing Campaign
- Website Development
- Design Strategy
- Team Management
- Concept Development
- Brand Strategy & Consulting

**2017 - PRESENT**

**Logobou Design / United Kingdom / Brand Designer**

- I deliver innovative design solutions, that business can do business
- I shape a visual brands identity, usually, it starts from logo and business card design
- I support startups by creating engaging content from banners and leaflets design to catalogues with hundreds of items
- I create brand guidelines, securing right usage and consistency through all platforms
- I design corporate and marketing tools, such as business presentations, proposals and annual reports
- I consult businesses on a positioning field, how to engage the audience or how to set the right tone of voice

**12/2015 - 08/2017**

**Sports Directory / Dartford, United Kingdom / Senior Graphic Designer**

- Played a pivotal role in creating a new corporate visual identity for Sports Directory
- Created and launched a new visual identity for a subsidiary Educate 123
- Led full rebranding programme across all customer touchpoints
- Re-developed all marketing collaterals that resonates with the target audience
- Ensured all designs follow Sports Directory's branding guidelines
- Oversaw design of two annual catalogues ensuring all designs are reader-friendly
- Supervised photoshoot for the Albion sports equipment

01/2005 - 05/2007 **BMS Solutions** / Senior Graphic Designer

- Led a designers team within BMS Solutions' marketing department
- Managed client expectations on projects for Intel, Acer, Dell and IBM aligning with the brand guidelines
- Created vibrant design solutions for catalogues and newspapers that captured demands of the market
- Achieved positive business relationships and design outcomes by balancing client "needs" and "wants"
- Managed client relationships on multiple design projects
- Developed marketing collateral across a wide range of marketing campaigns
- Ensured all projects delivered on time

01/2003 - 04/2005 **Creos Design Studio** / Senior Graphic Designer

- Led a creative team from brainstorming to project completion
- Created conceptual artwork for advertising campaigns
- Developed engaging design for clients brands
- Supervised photoshoots for various marketing campaigns
- Designed logos, leaflets and other publications

01/2001 - 12/2003 **PCA Marketing Group** / Graphic Designer

- Organised and supervised photo shoots for various marketing campaigns.
- Responsible for maintaining of photo material, selecting the right images
- Created engaging designs for clients brands ensuring aligning with the brand guidelines
- Designed marketing content such as leaflets and other publications

06/1999 - 01/2001 **Simonis Advertising** / Graphic Designer

- Created marketing assets including brochures, posters and magazines

#### EDUCATION

1995 – 1999 **Bachelor's Graphic Design Degree** – Academy of Arts  
1987 – 1991 Diploma of Art School

#### HOBBIES

Outdoors activity, particularly kitesurfing, biking and skiing.

