NATALI BASHESKA PASKALOVSKA



SENIOR GRAPHIC DESIGNER

BRAND IDENTITY / CAMPAIGNS / DIGITAL / EDITORIAL / AI & CREATIVE INNOVATIONS

Concept-driven Senior Graphic Designer with an editorial eye and international agency experience. I bring bold ideas to life through brand identities, campaigns and digital experiences, combining expressive thinking with clarity and purpose.

EXPERIENCE

IRIS WORLDWIDE / IRIS LONDON

GRAPHIC DESIGNER — 2023 - PRESENT

Develop brand, campaign, digital and editorial work for international clients including Samsung, Visa, PayPal and Barclays. Design presentations contributing to winning new-business pitches for McLaren, InPost, Laphroaig and WillPowders, among others.

INDEPENDENT CREATIVE PRACTICE

FREELANCE GRAPHIC DESIGNER — 2020 - PRESENT

Lead independent projects across brand identities, visual systems, digital experiences and campaigns, shaping creative direction from initial concept to final execution, including AI-assisted visual exploration and creative experimentation.

IQ ONLINE ACADEMY

GRAPHIC DESIGN INSTRUCTOR — 2022-2023

Developed and taught graphic and web design courses, mentoring emerging designers through workshops, assignments and constructive critique.

RAMSTORE MACEDONIA

IN-HOUSE GRAPHIC DESIGNER — 2021-2023

Designed packaging, retail campaigns, point-of-sale materials and digital communications, turning commercial briefs into engaging brand experiences.

REPTIL MACEDONIA

IN-HOUSE GRAPHIC DESIGNER — 2021

Co-developed brand guidelines and designed packaging, signage and print communications from concept to delivery.

SELECTED BRANDS

SAMSUNG / VISA / PAYPAL / BARCLAYS / ROCHE / SIEMENS / ALLIANZ GI / ALCON / PRIORITY PASS / CONVATEC / BRITA / C2C / BAYER

EXPERTISE

Brand Identity & Visual Systems
Campaign Design & Concept Development
Digital & Social Design
Editorial & Contemporary Design
Information Design & Data Visualisation
Creative Problem-Solving
Typography
AI-Assisted Creative Direction

TOOLS

Adobe Creative Cloud / Figma / Midjourney / Runway / Framer / Claude / ChatGPT / Adobe Firefly / Cursor / Google Slides / PowerPoint

NEW BUSINESS & PITCH DESIGN

3+ YEARS designing competitive agency pitches and transforming complex strategic thinking into clear, compelling visual narratives.

EDUCATION

BEng, Industrial & Product Design
Ss. Cyril and Methodius University
2016–2020

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