

Ina Balabanska

Lead designer

balabanska.com

+31 6 41397227

A seasoned visual designer with extensive experience in branding, design systems, product development, environmental design and social media. With every project, I pour my passion into each aspect of the work and combine creativity with meticulous attention to detail and productivity.

work experience

2017-2023 Amsterdam, The Netherlands

Booking.com | Lead designer, Global Brand and Marketing Communications

As part of the Booking.com team, I have the incredible opportunity to oversee brand expression while collaborating closely with global brand, marketing, product and social teams. Together, we create some truly amazing campaigns, keeping the brand fresh and dynamic and ensuring its continuity on a global scale. Most recently, we developed campaign support for the Super Bowl commercial featuring Melissa McCarthy and sponsorship support for the ICC Men's T20 World Cup 2022 Championship.

2014-2017 Chicago, USA

Simple Truth | Lead designer

At Simple Truth Chicago, I focused on constructing robust frameworks for brand, content and product development. Collaborating directly with esteemed clients such as Allstate Insurance, Baird & Warner and AON, I led the creative development to bring their visions to life, resonate with their audiences and ensure brand consistency and coherence.

Clients: Baird & Warner, Allstate, AON, Allegro Medical

2004-2017 Chicago, USA

Arc Worldwide, Leo Burnett, Digitas, Energy BBDO, Wunderman Team Detroit, Colossal Squid, Cramer-Krasselt, 50,000 Feet, Bagby & Co., Gyro

Senior designer | Art director

During my agency life in Chicago, I worked with a wide range of industries and clients crafting beautiful communication campaigns with top-notch creative teams. The highlights were a high-profile campaign for Hyatt that ran in New York Times, The New Yorker, Forbes, The Economist; illustration work for a Silk campaign, designing the logo for the \$100+M company USG, creating the first global guidelines for Trésemme, winning a Lion for a Cheez-it campaign and re-designing the website for Energy/BBDO.

Clients: Samsung, Kimberly-Clark Professional, USG, General Electric, UL Environment, KitchenAid, Always, Silk Soy Milk, Cheez-it, Special K, Blackberry, Motorola, Whirlpool, Purina, Fancy Feast, Travelocity, Hyatt Hotels, Sony, International Truck, Abbott, Tresemme, Bayer, Sears/Kmart, Bosch, Lexus, Elmhurst Memorial Healthcare

proficiency

Adobe Creative Suite

Figma

InVision

Google Suite

education

**Emeritus
Columbia University
Graduate School**

Digital Marketing Course

**Columbia College
Chicago**

BFA Art & Design

**South-West University
Bulgaria**

MA Applied Linguistics