

# STEVE SLUZALEK

## GRAPHIC DESIGNER | VIDEO EDITOR

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Rheindammstraße 48 | 68163 Mannheim



## SUMMARY

With more than 10+ years of experience in graphic design, web design, video editing and animation, I have built up a versatile expertise in creative visual design and digital media production. I would now like to apply this experience to a exciting new professional environment to help it grow.

## WORK EXPERIENCE

### GRAPHIC DESIGNER | WEB DESIGNER | VIDEO EDITOR

SIGMA-ELEKTRO GmbH | 2019 - today

- Creative lead in a back to school bike lights marketing campaign
- Close collaboration with the marketing team in the development and realisation of creative campaigns which led to a growth of our social media channels by 30%.
- Designing appealing print products such as catalogues, packaging and trade fair presentations to strengthen the brand presence.
- Creation of detailed illustrations for operating instructions to improve user-friendliness.
- Maintenance and layout of the company website on WordPress to ensure a modern, user-friendly platform.
- Supporting the UI design of the SIGMA RIDE app for an intuitive user experience.
- Production of high-quality videos, including recording and post-production of image videos, tutorials and social media clips (Youtube / Instagram).
- Creation of dynamic 2D motion design clips that attract the attention of the target group.

### GRAPHIC DESIGNER

PageCon GmbH | 2018 - 2019

- Development of high-quality print products such as catalogues, packaging and flyers to strengthen customer loyalty and brand presence.
- Design of appealing static and animated web banners to improve online visibility and target group appeal.

### GRAPHIC DESIGNER

Suchdialog AG | 2011 - 2013

- Design and realisation of appealing static and animated web banners to increase online visibility and improve target group loyalty.

## EDUCATION

### BACHELOR OF ARTS

### TIMEBASED MEDIA

University Mainz | 2013 - 2017

### GRAPHIC DESIGN TRAINING

Johannes-Gutenberg-Schule | 2009 - 2012

## SKILLS

### TECHNICAL

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- FIGMA
- Microsoft Office
- Clip Studio Paint
- Wordpress
- Google Services

### LANGUAGES

- German (C2)
- English (C1)

## SIDE PROJECTS

- Working as an illustrator / comic artist
- Self-promotion through the 'Comic Dojo' Youtube channel
- Visiting trade fairs with my own booth

## HOBBYS

- Drawing
- Big Moviefan
- Reading
- Hiking

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## CAMPAIGN LEAD

### Project: SIGMA - RIDE SAFE TO SCHOOL

This year, I was the creative lead for a campaign for new bicycle lighting products, primarily aimed at children and young people, as it was a back-to-school campaign.

My tasks included conceiving and implementing a story as an animated campaign film, creating the characters featured in it, and developing all supporting promotional materials, including POS materials and packaging.

The campaign was rolled out nationwide at bicycle retailers and online on Instagram.

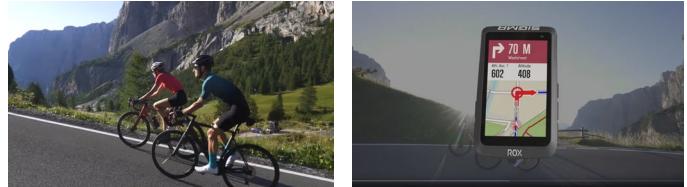


## CAMPAIGN VIDEO

## MOTION DESIGN / VIDEO EDITING

### Project: SIGMA - ROX 12.1 EVO IMAGEVIDEO

Over the past four years, I have been able to actively participate in almost all of SIGMA's video projects and contribute my creative skills. I am particularly proud of my work on this video, where I was responsible for both the professional editing and the motion design elements. It was an exciting challenge to create the visual dynamics and flow of the video to effectively convey the message.



## VIDEO

## WEBDESIGN

### Project: SIGMA - Website

As part of the rebranding of SIGMA, I was actively involved in the design of a new, modern website. I was responsible for maintaining the content as well as designing the layout to create an engaging and user-friendly platform. I was able to utilise my creative and technical skills to ensure that the website was both visually appealing and informative and represented the SIGMA brand in the best possible way. It was an exciting experience to be involved in such an important project and to redesign the company's digital presence. I also gathered some skills in FIGMA in the process.

## WEBSITE

## SOCIAL MEDIA CONTENT

### SIGMA - Youtube Content

In the area of social media, I worked with my team to develop creative image and video content that was both entertaining and informative. My focus was on creating content that appeals to the target group, encourages participation and at the same time conveys valuable information. This led to a growth of 30% in the timeframe of 2021 to 2025.

## YOUTUBE

## SIDE PROJECTS

### Illustration / Comics

Visit my website to see some of my illustration and comic works.

## WEBSITE

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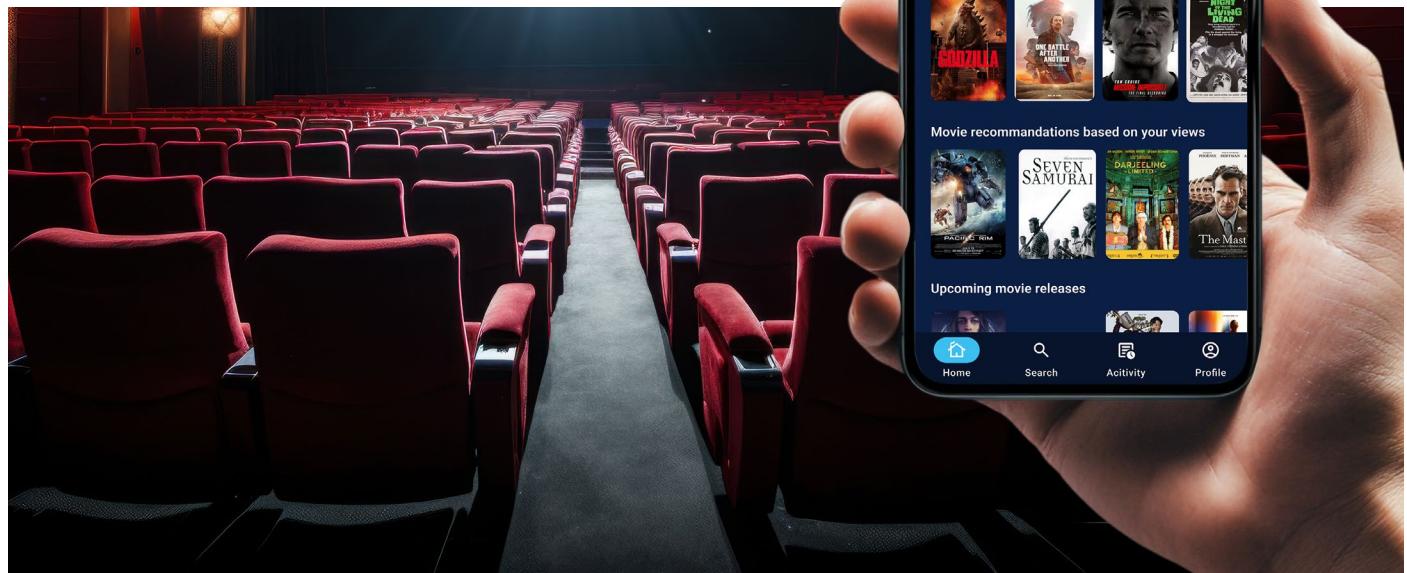
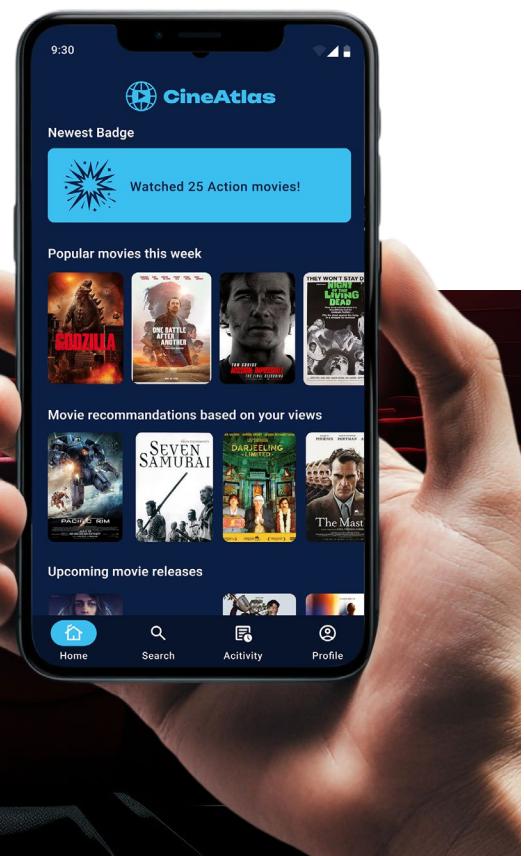
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### Concept for a film log app

#### Project: CineAtlas – app / digital advertising / print advertising

A film logging app that also unlocks badges, similar to Duolingo. The aim is to encourage people to watch films outside the mainstream and thus become better film connoisseurs. Other film logging apps offer statistics, but they do not encourage the discovery of films outside the mainstream.

The primary aim is to receive film recommendations and then broaden one's film horizons.



### First ideas

I always quickly sketch my initial logo ideas on a piece of paper, as this is the easiest way for me to come up with ideas.



### Final logo



#### Signet

I wanted to incorporate the idea of the globe and film strips into the logo, so I decided on this design.

#### Schriftzug

I wanted to find a font for the lettering that looked both modern and retro at the same time, to cover all decades of film history. I also wanted it to have a playful look, as collecting badges involves a certain amount of gamification. Discovering new films should be fun.

Font: Unbounded (Black)

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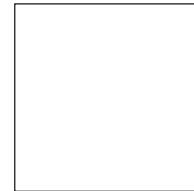
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## Colours

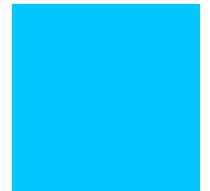
When choosing the colours, I had a night-time atmosphere in mind, as films are usually watched in the evening. I opted for a dark blue like the night sky or a dark cinema auditorium as the background colour, white as the font colour and cyan as the accent colour.



HEX: #0A1F44  
RGB: 10, 31, 68  
CMYK: 85, 70, 0, 73



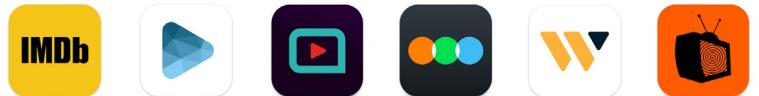
HEX: #00C8FF  
RGB: 0, 200, 255  
CMYK: 65, 0, 0, 0



HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

## Competitor

There are many film tracking apps out there, and here are the six most popular ones. However, none of them offer the ability to track by country or unlock badges to expand your film horizons.



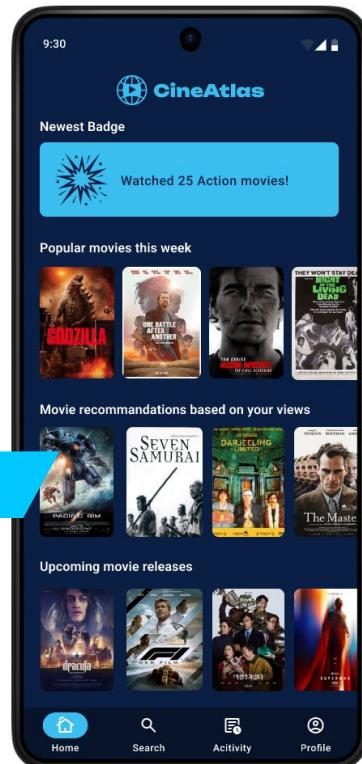
## FIGMA prototype

### Thoughts on the design

I opted for a dark design, as ideally the app will be used while the credits are rolling in the cinema or in a dark living room.

I want to be a bit more restrained in the app's design, as the focus should be on the film posters once you've tracked a film. Only the badges should stand out a bit more, like a real award.

[Zum Figma Prototyp](#)



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### Online banner

Here is a selection of online banners designed to attract attention. Perfect for placing on websites that are already related to films (film review sites, cinema websites).



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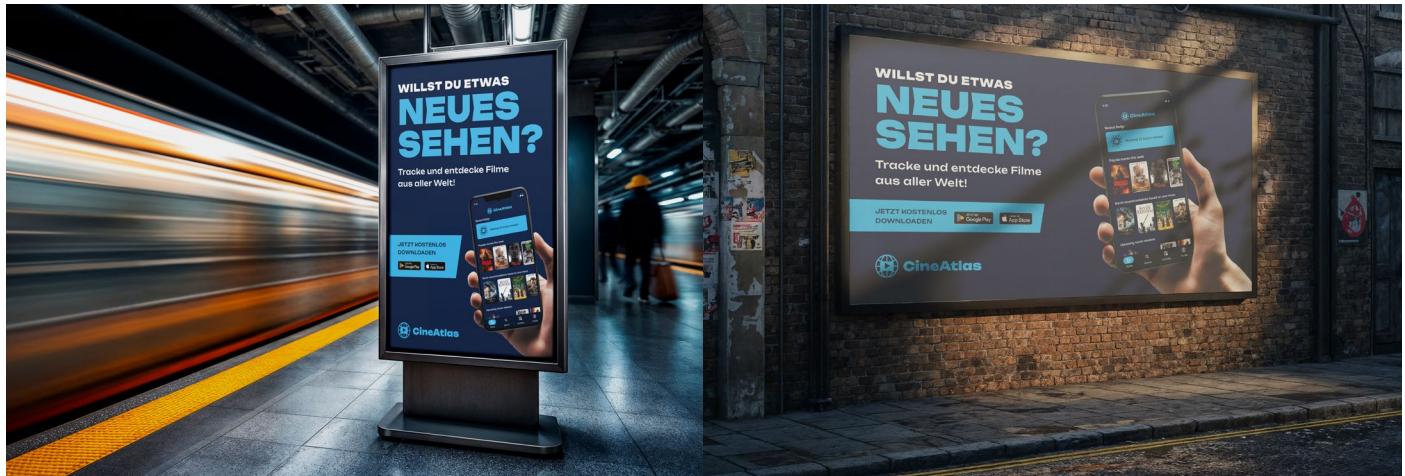
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## Print advertising

### Outdoor advertising

Outdoor advertising would be very effective near cinemas or at railway stations, as many people watch films while travelling.



### Magazine advertising

Here is a full-page print advertisement for film magazines, cinema magazines, etc.



### Flyer

A possible flyer design for distribution. For distribution in cinemas or at film festivals.

