



ALEKSANDAR HRISTOV TONEV

Graphic Design · Prepress · AI Visual Content · Motion

Stara Zagora, Bulgaria (*** Open to relocation for the right opportunity)

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PROFILE

- Production-disciplined graphic designer with 15+ years of experience in advertising and commercial print, covering the full production lifecycle – from concept and layout to technically clean, press-ready artwork – for sheet-fed offset, and large-format printing. Work spans books, periodicals, advertising, outdoor, in-house and promotional materials.
- Since mid-2025, self-directed into generative AI for visual content: built a brief-to-final-asset pipeline – AI-generated image and video, prompt engineering, audio sync. A workflow that extends rather than replaces the classical design process.
- Interested in graphic design, architecture, interior and furniture, motion design and animation, and video editing.

CORE COMPETENCIES

- Design & print production, editorial layout, branding and visual identity, typography, composition and visual hierarchy, advertising and outdoor layouts, promotional merchandise design. Prepress, colour management, bleed and trim setup, print house liaison, colour proofing.
- Generative AI image creation, AI video generation, prompt engineering, brief-to-final-asset AI workflow, audio/music syncing for AI video, social and digital content formats, content generation.

SOFTWARE

- Solid practical background in Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Microsoft Office.
- Since 2025 focus on generative AI tools for image, video, and text, including Claude, ChatGPT, and Higgsfield.ai.
- Hands-on proficiency with design and video editing software (applied in personal and spec projects): CapCut, Adobe Premiere Pro, Adobe After Effects.
- Familiar with Figma.

LANGUAGES

- English is used regularly in professional work – professional working proficiency in written English, conversational in spoken.
- Bulgarian – native.

PROFESSIONAL EXPERIENCE

Design Specialist and AI-Assisted Visual Content Creator – Self-Directed

Stara Zagora, Bulgaria | August 2025 – Present

- Developed end-to-end AI visual content workflow, combining prompt engineering, AI image/video/text generation, editing, and sound design, including an entry to the Higgsfield AI Video Contest (2026).
- Created 20+ AI short-form videos across different genres.
- Experimented using Claude Pro for AI-assisted ideation and developed an Android cooking app combining UX/UI design with AI workflow. The app is currently in Google Play closed testing and has not yet been released to production.
- Designed portfolio mockups and curated a selection of professional achievements and completed visual design projects.
- Became part of SoftUni Circle platform for AI as a moderator.

Graphic Designer – DMI Development

Sofia, Bulgaria | June 2023 – July 2025 (2 yrs 2 mos) | 20–50 employees

- Designed and prepared advertising materials and corporate print publications.
- Delivered 100% press-ready files (color profiles, bleeds, resolution, color separations, color proofing), significantly reducing file returns and reprint costs.
- Managed multiple parallel jobs under strict deadlines while coordinating with internal departments.

Prepress Specialist – Pechatnitsa 2M (Print House)

Stara Zagora, Bulgaria | March 2022 – November 2022 (9 mos) | 20–50 employees

- Preflighted client files for sheet-fed and web offset printing (color profiles, bleeds, resolution, color separations, color proofing).
- Resolved technical print errors prior to press release and provided technical support to clients and production teams.

Designer – Alpha Vizia Ltd

Stara Zagora, Bulgaria | October 2021 – March 2022 (6 mos) | up to 5 employees

- Handled the complete creative cycle in a small agency environment – from client brief to production-ready output for outdoor advertising, promotional merchandise, and print media.
- Designed visual assets and print-ready marketing materials.
- Coordinated print production and delivery deadlines directly with print houses.

Designer – Alpha Vizia Ltd

Stara Zagora, Bulgaria | January 2007 – September 2014 (7 yrs 9 mos) | 5–10 employees

- Handled the complete creative cycle in a small agency environment – from client brief to production-ready output for outdoor advertising, promotional merchandise, and print media.
- Designed visual assets and print-ready marketing materials.
- Coordinated print production and delivery deadlines directly with print houses.

Prepress Specialist – FATUM Ltd

Sofia, Bulgaria | October 2005 – January 2006 (4 mos) | 5–10 employees

- Preflighted incoming client files for sheet-fed offset printing (color profiles, bleeds, resolution, color separations, color proofing).
- Resolved technical print errors prior to press release and provided technical support to clients and production teams.
- Designed advertising materials and prepared the files for print.

Prepress Specialist – Billboard JSC

Sofia, Bulgaria | July 2004 – September 2005 (1 yr 3 mos) | 20–50 employees

- Designed print advertising materials and prepared the files for print.
- Prepared files for large-format printing.
- Coordinated the design and print processes in-house.

Designer – Kameya Ltd

Sofia, Bulgaria | June 2003 – June 2004 (1 yr 1 mo) | 5–10 employees

- Produced print advertising materials.
- Preflighted incoming client files for sheet-fed offset printing printing.

Designer and Office Manager – FUMI Press Ltd

Sofia, Bulgaria | April 2001 – April 2003 (2 yrs 1 mo) | up to 5 employees

- Produced books, a newspaper and print advertising materials.
- Coordinated the printing process of the design materials.
- Managed the distribution of the newspaper across the retail network.

EDUCATION

MSc, Habitat and Environmental Design – University of Forestry, Sofia, Bulgaria

September 2019 – July 2021

Focus: interior design for residential and public buildings, furniture design, 3D concepts.

BSc, Engineering Design – University of Forestry, Sofia, Bulgaria

September 2014 – June 2019

Focus: interiors and furniture design.

PROFESSIONAL QUALITIES

- **Organisation:** plans tasks and tracks them from start to finish; attention to detail – measured directly in waste avoided in prepress.
- **Client work:** active listening and clarifying questions to reach the real need behind the brief; clear, courteous communication; a professional tone that builds long-term relationships.
- **Integrity:** high personal ethics, loyalty and discretion; teamwork and support for colleagues.

CERTIFICATES

- *AI Adoption – February 2025 – Certificate by SoftUni*
- *B2 Pre-Certificate in English, European Center for Education and Training*