

Lejla Koskinen

Multidisciplinary Designer | Multimedia Marketing Specialist | 2D/3D Artist

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SUMMARY

Creative Digital Generalist with 4+ years of freelance + agency experience crafting standout visual identities, responsive websites, and dynamic social media strategies. I bridge the worlds of art and tech to build brand stories that not only look good, they also perform. I approach design like storytelling: every color, line, and word has purpose. I'm endlessly curious and tend to dive deep into projects until they feel alive. Outside of work, I recharge through art, photography, and long sessions tinkering with 3D worlds or new visual styles.

KEY SKILLS

- Freehand and Vector Illustration
- Graphic & Web Design
- Branding & Marketing Strategy
- Social Media Management
- 3D Modeling & Animation
- Photography & Videography
- Copywriting
- UI/UX Design

PROFESSIONAL EXPERIENCE

Web Technician

July 2024 - September 2025

Conceptum Werbeagentur Wien (hybrid)

- Designed and launched 7+ responsive WordPress sites (incl. 2 e-commerce platforms) with SEO optimization and custom themes.
- Created and edited 50+ reels, banners, and branded graphics using Adobe Suite & Canva.
- Boosted IG visits by 32% and FB followers by 338% using organic growth and data-driven insights.
- Led visual branding projects and social media strategies for SMEs across diverse industries.

Freelance Illustrator & Designer

September 2019 – Present

Self-employed (remote)

- Delivered 30+ commissions (book covers, game assets, portraits, branding) for creators & small businesses.
- Developed web and branding assets aligning with client identity and audience needs.
- Crafted storytelling-based illustrations and concept art using Clip Studio Paint, Photoshop, and Figma.
- Managed projects independently, from ideation to delivery, ensuring client satisfaction and deadline alignment.

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Graphic Design & Multimedia

International Burch University, Sarajevo, Bosnia

2019 – 2023

- Full Scholarship Recipient
- Relevant Courses: Web Design, Graphic Design, Art Direction, 3D Animation, Photography, Videography, Copywriting, and Color Theory.

Gymnasium Dr. Mustafa Novalić

Gradačac, Bosnia and Herzegovina

2015 – 2019

- Second place in a cantonal graphic design competition.
- Participated in the Artists@Work workshop, creating a comic that was later exhibited in museums in Bosnia and Herzegovina, France, and Italy.

TECHNICAL PROFICIENCY

- Design Software:** Adobe Creative Suite (Lightroom, Photoshop, After Effects, Illustrator, InDesign, Premiere Pro), Canva, Figma.
- Art Software:** Clip Studio Paint, Paint Tool Sai, Medibang Paint Pro, Krita.
- Web Development:** WordPress (custom themes, responsive design).
- 3D Modeling & Animation:** Autodesk Maya, Cinema 4D, Blender (familiar).
- Audio Editing:** Avid Pro Tools, Audacity.
- Languages:** English (Fluent), Bosnian (Native), German (B1)