



CV  
Denitsa Toneva  
MA Product Design  
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I've been working both in a studio context and independently with over ten years of experience in the creative field. Focusing on visual communication as a process of product development through research, concept, art direction, physical and digital ephemera.

I work in collaboration with like-minded people, whether they are friends, institutions, small/big collectives or start-ups, coping with subjects from cultural heritage to underground events, museum and independent exhibitions, cutting-edge innovations, ways of living, sports and non-profit organisations.

Since 2015, I've been working occasionally as a designer in small design teams as [Yes Yes Studio](#) and [Kodplod](#) / [Codeberry](#).

Since 2013, I've been doing some visual guidance while working with [Lina Krivoshieva](#) on projects like [The Plovdiv Project](#) and [Toest](#) among others.

## BORN

1987, Plovdiv, Bulgaria

## BASED IN

Plovdiv, Bulgaria

## NOW

Currently working as an independent designer. I'm available for freelance work (remote and on site), work proposals, collaborations, researches, studies, talks, workshops and consulting. Besides I am part of Plovdiv Fencing Club as a PR and Sabre Coach.

## FOCUSED ON

Research, Concept, Design Thinking, Visual Identity, Branding, Product Development, Art Direction, Graphic Design, Editorial Design, Web Design, UI/UX, Illustration, Data Visualisation, Art Installations, Exhibition Design

## INTERESTED IN

sustainability, decentralisation, transdisciplinary approach, form, function, time concepts, minerals, women, water, culture, nature, art, science, technology, controversy, change, the unknown, rituals of life and death, studying German, having deeper fundamental basics in chemistry

## WORK

2017—

Co-founder & Designer of [Yes Yes Studio](#), together with [Rossen Takev](#), as a concept studio for design, theory and practice. Temporarily—and maybe even permanently—frozen.

2015—

Art Director & Graphic Designer at [Kodplod](#)—design company based in Plovdiv (freelance)

Research and design as a process fluctuating between communication, art, science, technology and storytelling.

2015—

Graphic Designer at [Codeberry](#)—a digital design collective based around the globe (freelance)

Design and development in a group of thinkers, dreamers, scientists and engineers on a mission to help creative people grow their ideas and turn them into polished products.



2014—

Beginners Fencing Coach at Plovdiv Fencing Club, Plovdiv-based (part-time, flexible)

Working with small groups of children and beginners of any age. Helping with managing events, tournaments, sport and fencing camps. Responsible for international club's PR.

SEPT—NOV 2014

Apprentice conservator-restorer alongside Elena Krivoshieva, Plovdiv-based (freelance)

As an assistant restorer at Klianti's House—cultural and architectural heritage in the "Ancient Plovdiv" Reserve—I spent two highly romantic months in the atmosphere of the Bulgarian revival architecture helping with the restoration of one of the oldest and most exclusive houses in Plovdiv Old Town. This is the first project Elena had to work on back in the 80s, in the very beginning of her career, with a long story of its own, and it was a glamorous experience for me to be a part of it even for a slight moment in time.

2014—2015

Art Director & Graphic Designer at STYLIST HUNTER—a network connecting clients, hair artists and partner hair studios. Start-up project, Berlin-based (freelance)

Visual Identity, UI/UX, graphic and product design with the team.

2011—2014, 2018

Art Director & Graphic Designer at Water Tower Art Fest—an international contemporary art festival and artist-run initiative, held in Sofia, Bulgaria (freelance)

Art direction together with Nia Pushkarova. Visual identity, physical, digital and video products.

NOV 2012—JAN 2013

Art consultant at Gallery Valer, Sofia (part-time)

Art consulting and my worst working experience based on working ethics and attitude towards people.

2010—2011

Co-Founder, Art Director & Designer at UNDERLOVER—an informal student design group focused on design, music production, art/party events organising, based in Sofia (freelance)

Together with Filip Lazarevski, Rossen Takev and others we initiated the creation of the first studio for design and modelling at the Technical University of Sofia, aimed to function as a student workshop. Our bachelor diploma works were based on presenting the university and we did portfolios both of the students and of the department, as well as a magazine about the daily life at the university from our 4-years-experience point of view. We were also hired to do the first custom designed print materials for the Mechanical Engineering Faculty of TU Sofia.

2009—2010

Co-Founder, Art Director & Designer at artstudio Slanca—a creative studio and artist-run initiative, based in Plovdiv (freelance)

In early 2009 together with Nikola Minchev and Mariana Toneva we ran artstudio Slanca (suns) as a multidisciplinary creative studio and a contemporary space for almost a year in the dark times of Kapana district. My role was to do the brand identity, research and concept, physical and digital materials, and events organising together with the team.

2007—2008

Graphic Designer at Lalo Treasures—a company producing unique home decor, jewellery and fashion accessories, based in Sofia/Tel Aviv (full-time, flexible)

Design and concept in the creative studio team, involved in developing end-to-end products for three collections produced during my stay there for a year and a half.

2001—

Designer & Visual Artist at denitsatoneva.net—a constant hybridisation practice masked as a design service (freelance)



## EDUCATION

### AUG 2017

Fencing Instructor Certificate at a training seminar, organised by the Plovdiv Fencing Club and the Bulgarian Fencing Federation and licensed as a Beginners Fencing Coach by the International Fencing Federation, lead by Petru Kuki in Plovdiv, Bulgaria

### 2015–2017

Master, Fencing, National Sports Academy “Vassil Levski”, Sofia, Bulgaria

Since April 2017, I’ve been officially a fencing coach, thanks to Prof. Krasimir Petkov for the postgraduate program and also to my father for pushing me to study with him—it was a lot of fun—and to the whole group of beautiful people, or how to put it more objective, strong glamorous fencers.

### 2010–2015

Master (unfinished), Product Design, Technical University of Sofia, Bulgaria

I went forward with studying at TU Sofia only to continue my communication with Doc. Designer Emilia Tschushova as the main lector and my master supervisor. Exams passed. Diploma work unfinished, theme: design a boutique drinking water purification system. After a brief start of the project, I—more than sweetly—lost myself completely into subjects as physics, chemistry, sound architecture, mineralogy, the water molecule, ways of living, glass, crystals, stones and all sorts of natural materials, esoterica, pseudo-sciences, even philosophy and mythology, and so on. Still interested in working on that subject, though.

### 2006–2010

Bachelor, Engineering Design, Technical University of Sofia, Bulgaria

Specialising in Communication Design. Participating in several art and graphic design exhibitions organised by the university and received some awards for that. Most gladly, my first ever oil painting was gifted and hanged on the main rector’s cabinet wall by the course tutor. Launching of the first specially crafted student atelier for

graphic design and modelling at the university in collaboration with UNDERLOVER team in 2010. Presenting the studio at Pecha Kucha Night Sofia 2010 by talking about student-for-student initiatives together with Filip Lazarevski.

### 2001–2006

Diploma for Secondary Education, Math High School Acad. Kiril Popov, Plovdiv, Bulgaria

Mathematics, Informatics, English language.

Exploring mostly the fields of maths, informatics and natural sciences while in the meantime I was inspired by making links between them and my search for concepts and aesthetics. So I was involved in acting classes, literature and drawing after-school activities. I won several national and regional prizes in these fields.

Selected events during that period:

2004–2006 Drawing courses at “Studio Chau-shev”, Plovdiv.

2003–2006 Acting classes “Vladimir Nikolov”, Art centre for children, Plovdiv.

Since 2003, Freelancing as a graphic and web designer with one main client for over several years—a distributor of Swiss-made hearing aids in Bulgaria—among others like artists, exhibitions, real estate services and so on.

2002 Prepress of a book collection of reports of the International Conference “The Byzantine Cultural Heritage and the Balkans”, published by the Municipality of Plovdiv. Attending Literature club “Hristo G. Danov”, Plovdiv.

2001 Starting my professional career as a graphic designer by doing obituaries for my family ancestors upon request of my grandmother on my mother’s side.

## SKILLS

### DESIGN

Fluency with core design principles (problem defining, problem solving, research, analysis, concept, form, function, context, colour, composition, typography, modular approach, simplicity, ergonomics, etc.), transforming ideas into visual



communication tools and systems, drawing, In-design, Illustrator, Photoshop, Premiere, Sketch, HTML5, CSS3, Cactus, Wordpress

## SOCIAL

Bulgarian (native), English (working proficiency), teamwork, good manners, experience with maintaining cultural activities and events

## SPORTS

Fencing (Sabre), The five Tibetan rites, Swimming, Skiing, Mountaineering, Cycling

## WORKING WITH

### CULTURAL INSTITUTIONS, ARTISTS, PROJECTS, NGOS

Agata Szymanska-Medina, Artone, artstudio Slanca, Comedy Theatre Sofia, Elena Krivoshieva, ΦΑ3Α. x TAKT, Filip Lazarevski, Goethe-Institut Bulgarien, Ideas Factory, Isabel Winarsch, Kapana Fest, Lina Krivoshieva, Mara Goldwyn, Mariana Toneva, Nelly Tsenova, NGO IME, Nia Pushkarova, Nikola Minchev, Non traditional art, Plovdiv Municipality, The Plovdiv Project, Polina Pankova, Rossen Takev, Technical University Sofia, Theodosii Spassov Folk Quintet, Vesela Morova, UNDERLOVER, Under the 7th floor Studio, Violeta Petrova, Water Tower Art Fest

### CORPORATE

2470.media, Advecs, La Fantasia Restaurant, Lalo Treasures, Club Petnoto, Kragche, Railway Building Survey, Slavina, Stema Starosel Wine Celler, Wine Bridges

### TECHNOLOGY

Acme Media, Anton Ruzhekov, Atanas Mahony, Codeberry, Georgi Budinov, Kodplod, Krivoshiev, MTS Studios, Viking Renewable

### START-UPS

Onstage (platform for the music professional), Stylist Hunter (network & app connecting clients, hair artists and studios, Berlin-based), Toest (platform for independent journalism, Bulgaria)

### SPORT

Bulgarian Fencing Federation, Plovdiv Fencing Club

## EXHIBITIONS

2011

Museum of contemporary art, group exhibition, Sofia, Bulgaria

2010

x2, Tea House, co-exhibition with Nikola Minchev, Plovdiv, Bulgaria

Trapped, artstudio Slanca, group exhibition, Plovdiv, Bulgaria

Young artists, Gallery Plovdiv, group exhibition, Plovdiv, Bulgaria

2009

50 years Technical Avant-garde Newspaper, TU Sofia, graphic design group exhibition, Sofia, Bulgaria

The secret of happiness is..., artstudio Slanca, group exhibition, Plovdiv, Bulgaria

2008

World & Colour, Gallery Dupnitsa, National Student Exhibition, Dupnitsa, Bulgaria

Performance during the International Youth Festival EUROART, collaborative project with TU student group N-art, Blagoevgrad, Bulgaria

## EVENTS

2016-2018

Organising an International Fencing Camp and Tournament "Plovdiv Cup" together with the Plovdiv Fencing Club and the Bulgarian Fencing Federation, Plovdiv, Bulgaria

2016-2018

Assistant coach at a Summer Sports Camp organised by Avitohol Fencing Club, Escalibur Fencing Club and Plovdiv Fencing Club, Borovets, Bulgaria

2012

WTAF presentation at the Belgrade Art Fair 2012, Serbia

WTAF travelling exhibition in Plovdiv, Stara Zagora, Veliko Tarnovo, Vidin, Bulgaria



2011

WTAF travelling exhibition in Troyan, Tryavna, Veliko Tarnovo, Vidin, Bulgaria

2010

Presenting UNDERLOVER as a student-for-student initiative, together with Filip Lazarevski at Pecha Kucha Night Sofia, Bulgaria

Opening of the first studio for graphic design and modelling at the Technical University of Sofia

## **AWARDS**

2008 World & Colour, National student art competition, second prize

2006 National essay contest, Ministry of Education Bulgaria, third prize

2005 National essay contest, Fourth International Youth Festival Euroart, second prize

2005 Award for author's play, MSSM, Plovdiv

## **PUBLICATIONS**

2011 Edno magazine

2010 New Technical Avant-garde magazine

## **CHANNELS**

Instagram, Behance, Twitter, LinkedIn, Issuu, Facebook, Soundcloud, Vimeo

## **LOGO COLLECTION**

[behance.net/gallery/356401/Logo-Collection](https://behance.net/gallery/356401/Logo-Collection)

## **SELECTED DIGITAL PRODUCTS**

[kodplod.bg](http://kodplod.bg)—Web Design & Development in collaboration with Lina Krivoshieva at Kodplod

[onstage.io](http://onstage.io)—Design of some themes for the platform in collaboration with Atanas Mahony at Codeberry

[acmemediallc.com](http://acmemediallc.com)—Web Design & Development at Codeberry

[winebridges.net](http://winebridges.net)—Web Design & development at Kodplod

[satirata.bg](http://satirata.bg)—Web Design in collaboration with Atanas Mahony at Kodplod

[toneva-art.com](http://toneva-art.com)—Web Design & Development in collaboration with Lina Krivoshieva

[nelly.tsenov-art.com](http://nelly.tsenov-art.com)—Web Design with support from mtsstudios.com

[watertowerartfest.com](http://watertowerartfest.com)—Web Design & Development

[facebook.com/STYLIST.HUNTER](https://facebook.com/STYLIST.HUNTER)—Web design & UI/UX for a start-up network in collaboration with Lina Krivoshieva and SH's team