



Dominik Dvorak

Senior Creative Designer



WORK EXPERIENCE

March 2021 – October 2021

Lead Designer at Wakuli, Amsterdam

Designing social media ads, landing pages, posters & packaging for a coffee startup. Implementation of a new brand visual style to all customer touchpoints.

January 2020 – December 2020

Content Creator for HEINEKEN at Publicis Groupe, Amsterdam

Creating visual content for Heineken's Global Social Media Channels. Idea-making, art direction, filming, video editing, graphic and motion design. Collaboration with international teams (Publicis Milan) and presenting ideas to the client (Heineken).

February 2016 – June 2019

Graphic Designer at Nydrle / KINDRED. (Publicis Groupe), Prague

Producing social media content for various brands in automotive, finance, electronics and FMCG categories. Idea-making, studio and on-site shooting, post-production and feedbacking with clients. I built up my skills in graphic design, photography, retouching, videography, editing and motion design. I was considered as the main innovator in the social media team, exploring new media formats like 3D posts or 360° media. Collaborated with the Creative Director on agency's case studies.

June 2012 – September 2019

Sailboat Skipper at La Bum

Organizing sailing trips for young and elderly people in the Mediterranean Sea. Teaching and supervising groups on sea passages. Route planning, safety procedures, boat maintenance, crew management.

September 2011 – June 2014

Sound Technician at Czech Television & others, Prague

Setting up and operating audio recording equipment, planting hidden microphones on talents in a respectful, calm and professional manner. Cooperating with the film crew, being responsible for achieving the highest possible quality of the sound record.

2010 – Present

Freelance Graphic Designer at DominikDvorak.com

EDUCATION

2016 – 2019, Bachelor degree

Marketing Communication and PR at Charles University, Prague

Sociology, Behavioral Economy, Digital Communication, Brand Building, Creativity in Advertising, Language Culture, History and Theory of Marketing Communication and Public Relations

2014 – 2015, DiS. degree (unfinished)

Marketing Strategy at Orange Factory, Upper High School of Art and Advertising, Prague

History of Art, Theory and History of Advertising, Massmedia, Aesthetics, Ethics, Marketing Management, Economics, Art Techniques in Advertising

2006 – 2010, graduated with distinction

Computer Graphics at High School of Applied Cybernetics, Hradec Králové, Czech Republic

Information Technologies, Digital Arts – Graphic Design, 3D Modeling, Photography, Videography, History of Art, Classical Arts – Drawing, Painting, Sculpture, Basics of Architecture Design

BASICS

Age: 30

Born 30-09-1991 in Prague

Nationality: Czech

LANGUAGES

English 

Czech 

Dutch 

Italian 

MAIN SKILLS

Idea-making, Art Direction,
Content Production &
Post-Production

CONTACT

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🌐 DominikDvorak.com

HARD SKILLS



Sketching & Concepting



Graphic Design, Typography, Illustration



Video Production
Screenplay Writing & Storyboard Drawing,
Filming, Editing, Color Grading, Sound Editing
and Mixing, Basic Visual Effects



Photo Production
Planning, Shooting, Editing and Retouching



Motion Design
& Animation



Basic 3D modelling,
Product Visualisation

VOLUNTEERING

March 2016 – May 2016

Video Specialist at Cochlear Czech Republic, Prague

Producing video ads to help raise money for hearing impaired people.

September 2019 – January 2020

Helper at Prins Willem Alexander Manege, Amsterdam

Assisting handicapped people with taking care of horses and accompanying them during a horse-riding lesson.

LICENSES & COURSES

Driving licence B (personal car)

RYA Day Skipper (sailboat)

2012

Basic First Aid Course

Czech Red Cross

2018

Advanced First Aid Course for Remote Places

SHOCK Prague

SOFT SKILLS



Empathy, Perfectionism, Responsibility,
Patience, Helpfulness, Loyalty, Dedication,
Optimism, Playfulness

SOFTWARE



Adobe Photoshop	████████████████████
Adobe Premiere	████████████████████
Adobe Lightroom	██████████████████
Adobe After Effects	██████████████████
Adobe Illustrator	██████████████████
Adobe InDesign	██████████████
Adobe Audition	██████████████
Adobe Dimension	██████████████
Figma	██████████████████
InVision Studio	██████████████
SketchUp	██████████████████
Autodesk Fusion	██████████
Blender	██████
Unity	██████

REFERENCES



Andrea Parra Vinasco

Lead Content Creator @ One Team Heineken
+31 6 21307512

Juyong Kim

Business Director @ One Team Heineken
+44 795 843 7219

Nikola Foktova

Creative Director @ KINDRED.
+420 723 158 921

Kristina Sedeke

former Head of Social Media @ KINDRED.
+420 734 153 677

HOBBIES AND INTERESTS



Hiking, Games, Sailing, Aviation,
Horseriding, Art & Culture, History