

Kaloyan Kolev

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Education	Yale University 08/2019 - 05/2023	B.S. in Computer Science GPA - 3.81
Experience	Mental Canvas Strategy & Content Design 05/2021 - Current	Strategy, copywriting, video and graphic design for the Mental Canvas \$100k Challenge with 1389 registrants from 94 countries. Led a viral TikTok strategy that grew audience from 0 to 150k followers and led to a 500% user increase. Designed and prototyped flows for iOS/Windows app.
	Design at Yale VP of Community 08/2019 - Current	Organizing events & teaching workshops at Yale's undergraduate design community , exploring practice & industry across disciplines, including branding, product design & print.
	Student Technology Collaborative Studio Lead 08/2019 - Current	Leading a 7-member team within a 200-employee organization. Creating visual identities for Yale clubs and academic departments. Prepared a semester-long design training curriculum for onboarding new hires.
Projects	Small Foot Inflatable Snowshoes Digital Experience	Full website redesign , including copy, visuals & code. Directed and edited a series of product videos . Designed graphics and managed communications for a Kickstarter campaign that raised \$24k.
	Ramonia Music	A 0-budget passion project - recorded and mixed a 12-song concept album about Bulgaria, internet culture and nostalgia. Created a marketing campaign and music videos that reached 50k+ streams. Performed it for 300 people at Vola Open Air 2021 on the top of Okolchitsa peak in Bulgaria.
	Creative Embedded Systems Industrial Design	A series of audio-visual devices made at Yale: a drum machine , stem player , interactive toy , kinetic sculpture and 6-projector video installation .
	Orientation for International Students Visual Identity	Created branding and merch for Yale's annual orientation for over 200 international students. Transformed the traditional welcome brochure into a custom Notion website .
Kosmos? Art + Code	Generative art project exploring the hauntology of the iconic Bulgarian science magazine <i>Kosmos</i> . Trained a neural network on 250 magazine covers. Exhibited at KO-OP gallery in Sofia and featured in a variety of local publications .	
Skills	Design	Figma, Photoshop, Illustrator, Blender
	Coding + Hardware	Python, C, RunwayML, Arduino, Unity
	Video + Audio	Premiere Pro, After Effects, Ableton Live
	Misc	Creative direction, user research, copy, project management