

Nevena Balezdrova

Design Strategy &
Innovation

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about:



Leader. Thinker. Problem solver.

Native English & Bulgarian.
Studying Mandarin, French &
Russian. Slam poetry enthusiast.

I swim with the tide.

I am extremely passionate about
human centred design approaches
that tackle challenging social issues
at a global scale.

education:

2017
Design Strategy & Innovation MA
Brunel University London

2011-2015
Interior Design BA London
Metropolitan University

2010-2011
Sports Science Btec Islington
Sixth Form College

work experience:

Tony Lorenz & Partners

Dec 2016 - Feb 2017
Intern

- Assisting with a competitor & market
audit; distilling all information into
insights that helped crystallise a new
brand positioning

Jivko Design & Build

June 2015 - July 2015
Intern

- Meetings between contractor and
architect for several on-going projects.
Prepared research visuals for client
liaisons

'Le Labo'

Sept 2015 - Dec 2016

- Scent specialist, perfume lab
technician

Writing Contribution

July 2012 - Sep 2012

- Berlin 'SensaNostra' Magazine,
C-heads Magazine, Art Wednesday

Extra Curricular:

St Etienne, L*unchbox Workshop
Student Representative & Co-Chair
Free Range Show, Old Truman B.
RSA Student Design Competition
'A Beautiful House' Competition

Organising Masters course events
as part of a team; Presented at
London Metropolitan University
Learning & Teaching Conference;
Curated Art, Fashion & Music
events for Berlin Fashion Week '13

awards:

RSA Student Design Competition
CASS School 'Research' Award

skills:



3D Software : Revit
Microsoft Office
Windows OS
Adobe suite
SketchUp
Mac OS

Commercial Awareness
Concept Development
Branding Strategy
Design Research
Design Audit
Team-work