



— ISABELLA — TUSTANOVSKA

HI! I'M BELLA 🙌

I'm an insight-driven Senior Brand Strategist and UX/UI Designer with a highly adaptable toolkit and 8+ years of experience designing distinctive and inspiring brands and experiences for fast-growing start-ups.

I take pride in being able to bridge the gap between high level business goals and user insights through practical, creative, and scalable solutions across various platforms.

Key Strengths

- Highly adaptable, holistic thinker.
- Insight-driven and analytical; I'll take ownership of complex visual and information-based challenges and turn them into elegant solutions.
- Strong task management and organization skills for multiple ongoing projects.
- Able to have a point of view and collaborate with multiple perspectives harmoniously.

GET IN TOUCH WITH ME :)

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PORTFOLIO



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SENIOR BRAND STRATEGIST AND UX/UI DESIGNER

RECENT EXPERIENCE

1

CO-FOUNDER AND HEAD OF DESIGN

March 2019 – Present | Hybrid Design Agency

- Established a competitive, branding consultancy focussed on Brand Development, UX/UI and Digital Marketing for fast-growing, design-driven start-ups in Uganda.
- Turned new and existing business relationships into mid to long-term retainers, tripling our key accounts within the first year which as a result grew our team (from 2 Co-founders to 4 remotely managed team members) and scaled our capability.
- Earned a 100% outstanding client rating from some of the most inspiring start-ups in Uganda, by catapulting their businesses into successful first phases of building brand awareness and engagement that led to business growth.
*(Verified client reviews available).
- Led a small and robust team in the conceptualization and execution of multiple inspiring and distinctive brand identities, strategies and strategy-driven visual, sales, marketing and web products for our growth-focussed client base.

2

HEAD OF DESIGN AND MARKETING, KEA

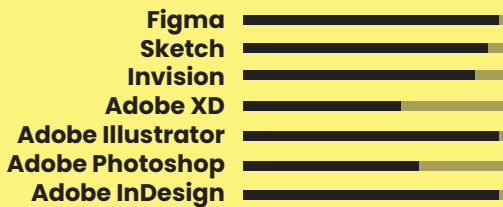
March 2017 – March 2019 | Kampala Executive Aviation U Ltd.

- Earned an outstanding performance rating year after year by exceeding goals whilst reporting directly to the CEO of one of Africa's fastest growing contract aviation leaders. Upon establishing my own business, KEA came on board as and continues to be one of our key accounts.
- Took charge over the entire marketing design process and increased brand awareness and engagement by 20% year over year.
- Established a design-driven marketing department focussed on agile principles, user centered design, customer relationship management and digitalisation to optimise user experience.
- Established brand standards and amplified the brand through strategy-driven content, visual design, social media, websites, email marketing, new service and product design.

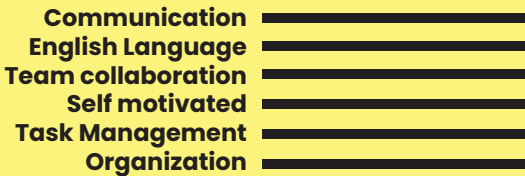
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SOME MORE ABOUT ME

KEY SOFTWARE SKILLS



INTERPERSONAL SKILLS



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LEAD UX/UI AND GRAPHIC DESIGNER

2017- Present | Metajua Agri-Tech SAAS Platform

- Designed a distinctive and inspiring UX/UI and Brand Identity for Metajua Web and Mobile application - Africa's leading pioneer agri-product supply chain traceability software. With over 250,000 farmers registered on the platform, Metajua has seen adoption and growth in Madagascar, East and West Africa.
- Successfully passed user testing, receiving great feedback on the UX and UI from the end users.
- Earned an excellent client rating and was given autonomy over the design outcomes, producing all major Research, UX/UI, branding, sales and marketing design deliverables.

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SKILLS

- Creative Direction
- UX/UI
- Brand Development
- Visual Design
- Strategic Design
- Project Management
- Photography
- Digital Marketing
- Illustration
- Marketing Automation
- Social Media
- Hubspot CRM
- Wordpress Web Design

SOME TOOLS I WORK WITH

- Figma
- Sketch
- Axure
- Adobe XD
- InVision
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Trello
- Asana
- Jira
- Slack
- Hubspot CRM
- Active Campaign
- MailChimp

EDUCATION

**BFA. Industrial and Fine Arts,
Major - Communication Design
MAKERERE UNIVERSITY,**
College of Engineering Design and Technology,
2009 – 2012 | Major: Visual Communication Design

**Certificate Product Development
AALTO UNIVERSITY,**
Aalto Design Factory (Finland), 2011 – 2012)

CHECK OUT MY WORK AND GET IN TOUCH

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