



|| Do what you love... ||



## HELLO,

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I'm Patric Hadzsinicsev and I'm graphic, web and app designer I have five years working experience and so far I've been working for many international companies such as WWF, Globul, Philip Morris, BNP Pariba, Raiffeisen Bank, SAP Labs, Unilever and many other local brands that helped me learn fast and grow.

I'm freelancing for six years now and had many different clients from UK, Spain and Bulgaria, which gave me nice and challenging work. That learned me how to handle clients, which is even more difficult than designing the right stuff for them.

I graduated Graphic Design at New Bulgarian University. I'm working with Adobe Creative Suite, Cinema 4D, Flash and I also have a motion design experience. I have basic knowledge of HTML and CSS.

FALL

# 1

# FARMERS GUARDIAN

## NEWS WEBSITE

One of UK's biggest farmers newspapers - Farmers Guardian needed a fully responsive website which could be accessible at all times anywhere, which could push sales.

*Responsive Website*



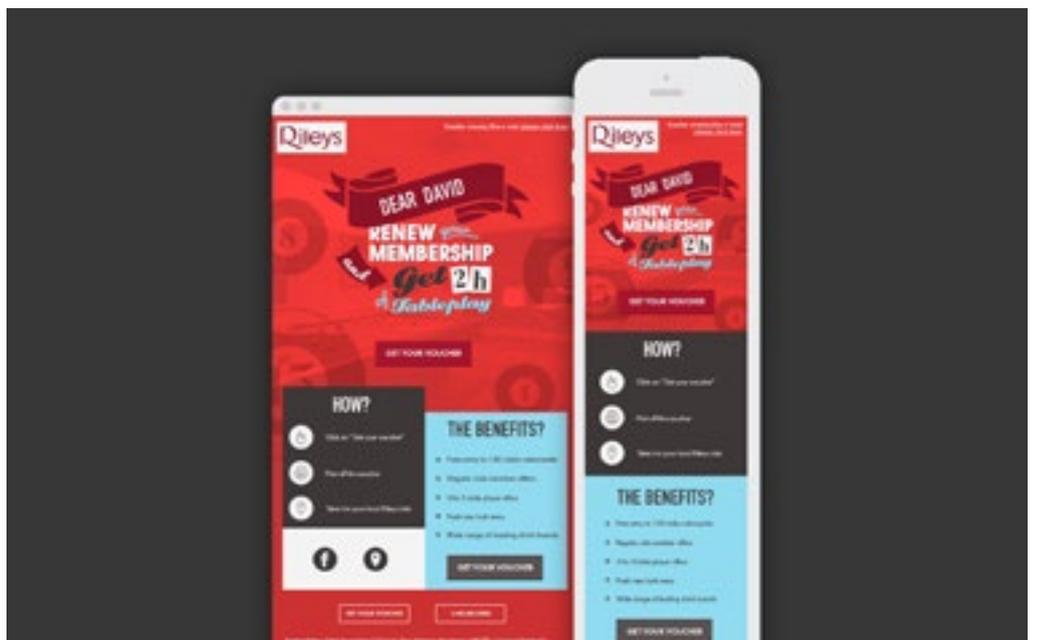
# 2

# RILEYS

## RILEYS E-MAIL

To push sales, we were requested to build a responsive e-mail for Rileys. The nice and simple layout helped getting through the important stuff nice and easy.

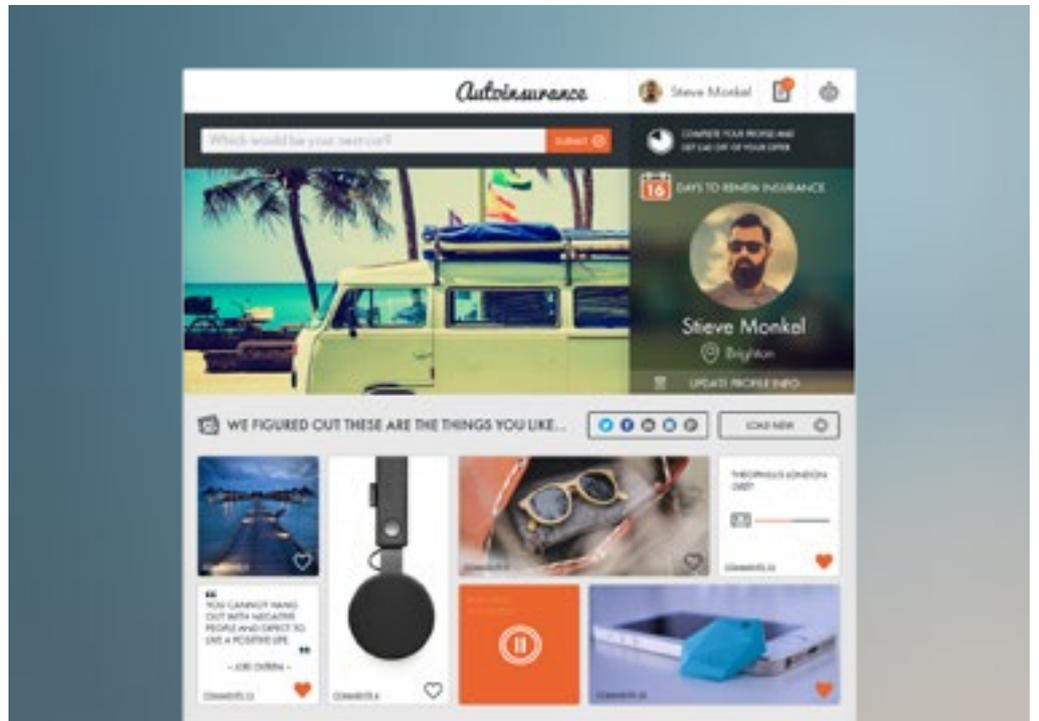
*Responsive e-mail*



## DASHBOARD

One of our clients requested a social network concept that could push insurance sales and at the same time pull data from users. It was an interesting project which is still in progress.

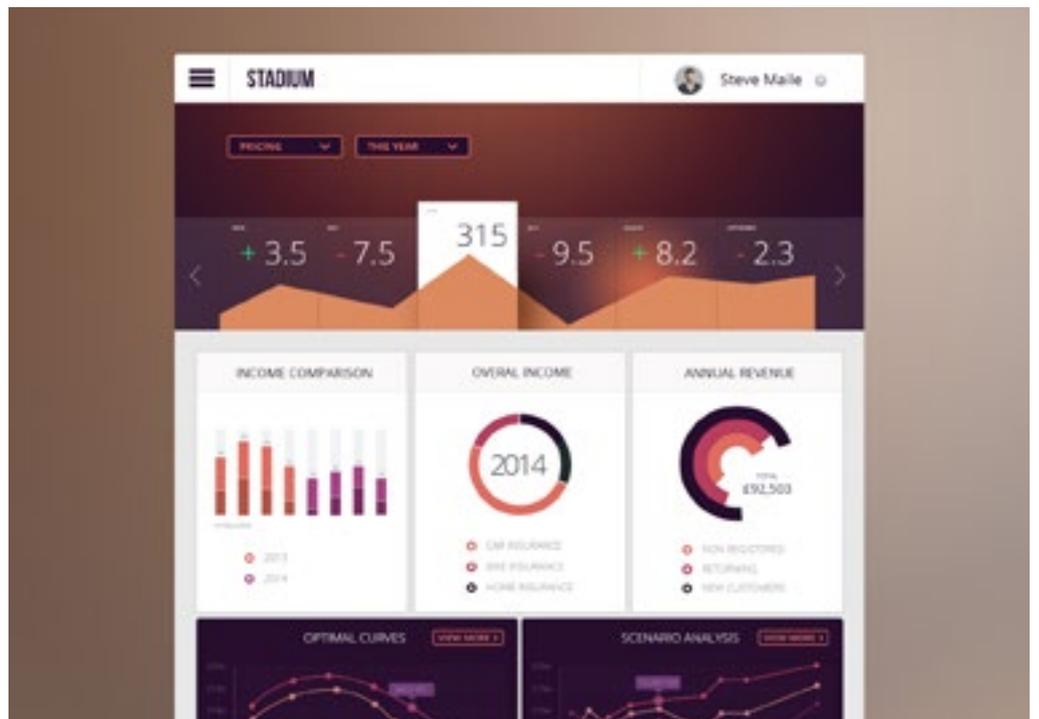
*Insurance Social Website Concept*



## DASHBOARD

Stadium is another project for Frontline, which is a dashboard that organises the data collected from the users who register for insurance and helps push back relevant promotions and offers.

*Stadium Dashboard*



# 5 GERMANOS

## EASTER PLAY

Easter play was part of a campaign for Germanos which would just gain more customer engagement. The main goal is to defeat the opponent in an egg fight, You could choose your favourite egg and gain more points for the big prize.

Facebook App

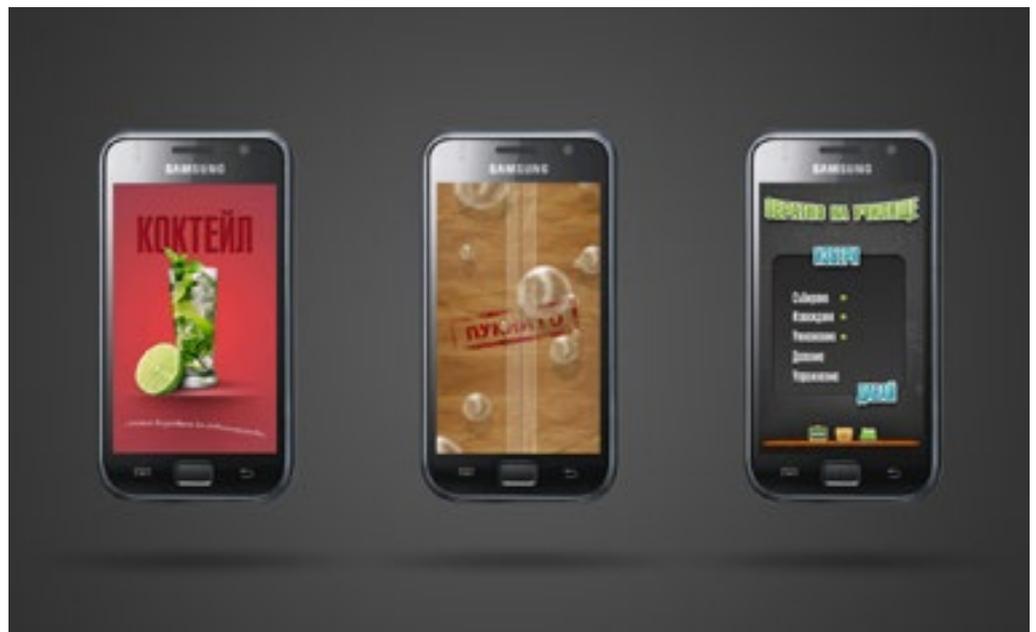


# 7 SAMSUNG APPS

## COCKTAIL

Being a agency of Samsung, I had to make several apps for them - Cocktails, Bubbles, Back to School and My wallet. It was an interesting experience which also helped me learn more about android and providing the right assets

Android App



## CHRISTMAS GAME

The Raiffeisen Bank game was purely simple... you would write a letter to Santa and get a present in return. It was another opportunity to actually use 3D software combined with design and functionality.

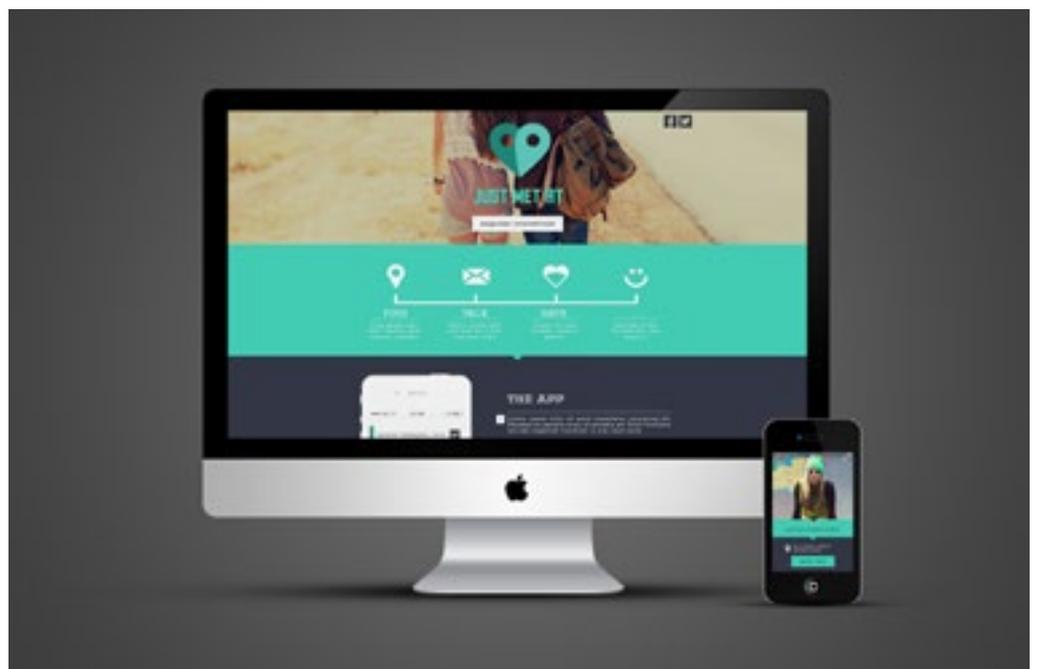
Facebook App



## SOCIAL APP

Just Met At is a startup in progress. I'm working with couple of people on a social platform which brings people together. We really believe in it and we work hard to make it happen.

Mobile App



## ONLINE SHOP

Simply Rickshaw is a fully responsive online shop for objects from the mediterian. It's one of the few websites that I could convince people to use font and svgs for the icons and graphics, which came out to be a perfect solution when it comes to responsive content.

*Responsive Website*

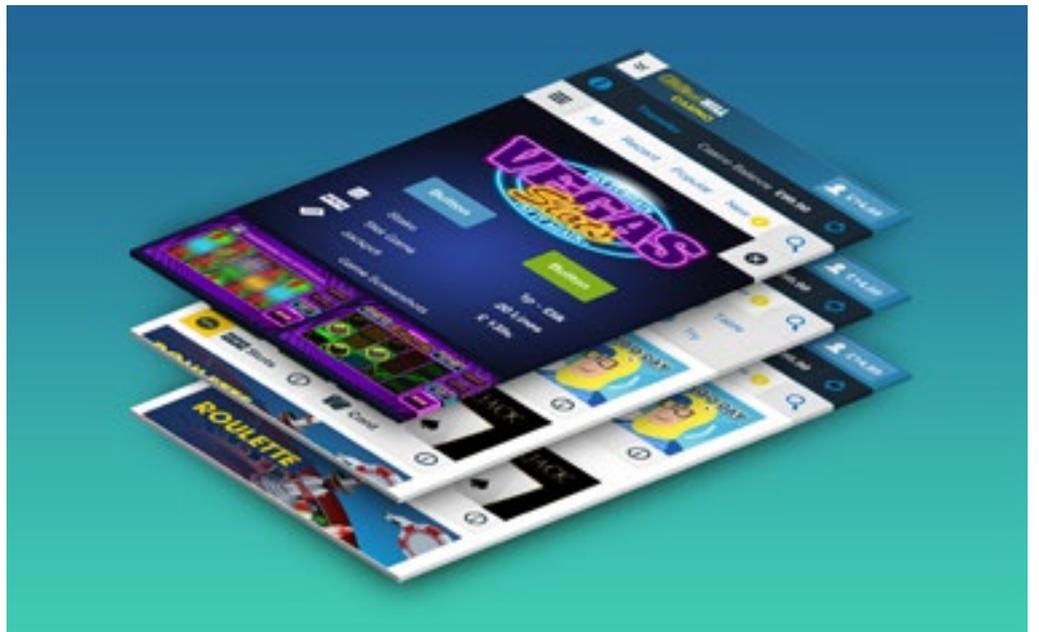


## 11 WILLIAM HILL RESPONSIVE

### RESPONSIVE LOBBY AND NAVIGATION

As part of making the whole WH website responsive, I had to come up with a solution for navigation and also organizing all the different games.

*Navigation Solution*



## VEGAS APP

As part of the process of updating the lobby of all the WH Products we kicked off with Vegas. I was happy to make 3D visuals for the new look of Vegas and the entire look of the new lobby.

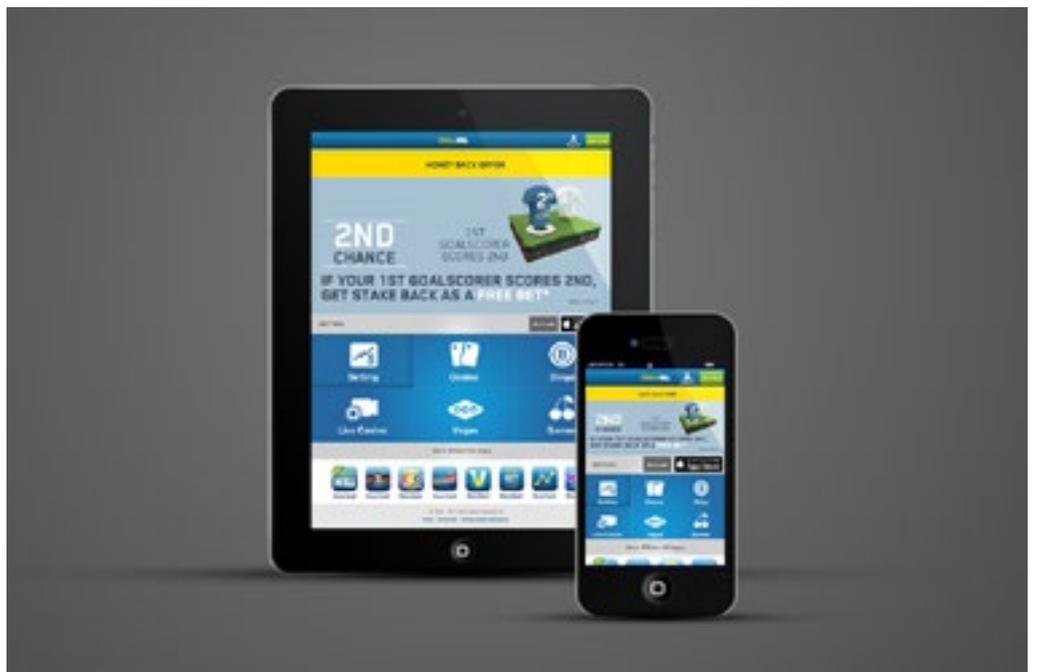
iOS App



## PORTAL

As the products of WH grow rapidly we needed a solution for our old portal, where you could find the most of what you need even before launching any of the products.

Responsive Mobile Portal



## RESPONSIVE LOBBY

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My other passion is type design. Fox font was featured on Behance, Handmadefont, and many blogs. It was a long project but finally it payed of.



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*Responsive Mobile Website*



|| love what you do. ||