

Bence Dajka

SENIOR DESIGNER / SENIOR CREATIVE

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Hungary-based • Available remotely for UK/EU work • Occasional London travel

PROFESSIONAL SUMMARY

Senior designer and multidisciplinary creative with 12+ years across in-house teams, agencies and independent practice. I connect brand thinking with campaign creative, motion and digital design for B2B, technology and consumer brands. I take projects from concept through hands-on delivery, collaborating with marketing, product and creative teams to build coherent visual systems, campaigns and launch films.

CORE COMPETENCIES

- Brand Identity & Visual Systems
- Concept Development & Storyboarding
- Integrated Campaigns & Launches
- Motion Graphics & Video Editing
- Multilingual Packaging Systems
- Digital & Landing Page Design
- Creative Problem Solving
- Stakeholder Collaboration & Mentoring

WORK EXPERIENCE

Homebound

Sep 2025 – May 2026

Senior Graphic Designer

Furniture rental, interiors and property

- Led the visual identity rollout across digital and print, establishing brand consistency across internal departments and customer-facing touchpoints.
- Replaced low-resolution website product imagery by introducing an AI-assisted image pipeline for upscaled product visuals and lifestyle scenes, delivering launch-ready assets in days and avoiding an estimated 100+ hours of physical photography.
- Produced campaign creative, motion graphics and short-form video for digital and social channels, and designed customer-facing email campaigns and presentation templates.
- Introduced structured Monday.com workflows to support creative delivery and cross-team collaboration.

David Phillips

May 2024 – Jul 2025

Senior Graphic Designer

B2B property furnishing and interiors

- Led a comprehensive company-wide rebrand, building an end-to-end Figma design system and visual governance rules across website, sales, social and print communications.
- Owned the brand launch film from concept and storyboard through animation and final delivery (After Effects and Premiere Pro), aligning core messaging with stakeholders for deployment across the website, LinkedIn and sales presentations.
- Scripted, storyboarded and animated the Link platform launch video with product and marketing leads, communicating platform value to property professionals.
- Mentored a junior designer into a brand-focused role, coaching them on visual craft, design-system standards and motion tools.

Ledger Bennett (Havas Network)

Apr 2022 – Apr 2024

Mid-Weight Graphic Designer

Global B2B marketing agency

- Designed static and motion campaign creative for global B2B enterprise accounts (American Express Global Business Travel, GE Grid Solutions, Trend Micro), translating complex strategic briefs into paid social, short-form video and digital display assets.
- Collaborated directly with creative strategists and media buyers to align conceptual visual ideas with channel requirements, target personas and campaign objectives.
- Contributed design to Amex GBT's Driving Customer Lifetime Value campaign, encompassing the Travel Info Hub, onboarding materials and targeted customer communications.
- Design contributor within the agency team behind Amex GBT's Driving Customer Lifetime Value campaign, awarded two Bronze B2B Marketing Awards (2023): Best Customer Growth or Retention Initiative and Best Limited Budget Campaign.

Cuts Ice

Jul 2020 – Jan 2022

Lead Graphic Designer

T-Juice | Consumer products and e-commerce

- Directed the T-Juice consumer rebrand across EU markets and launched two sub-brands, designing scalable packaging architectures spanning five product tiers and 50+ SKUs.
- Built a systematic visual hierarchy for formats and flavours across multilingual packaging, reconciling market and regulatory packaging requirements with brand coherence.
- Designed e-commerce campaign assets, retail marketing collateral and social media creative for direct-to-consumer channels.
- Coordinated freelance creative support during peak production cycles to maintain quality and delivery schedules.

INDEPENDENT CREATIVE PRACTICE

Turn21

May 2011 – Present

Freelance Graphic Designer / Independent Creative

Branding, campaigns, motion and digital design

- Independent practice delivering brand systems, campaigns, motion graphics and digital design for clients across diverse sectors, running continuously alongside employed roles.
- YLZÉ (since Jun 2026): Developed brand materials and comprehensive visual guidelines; extended the visual system across web and landing pages, email marketing, social creative and reusable content templates.
- PPG via Vested Creative (2026): Contract motion and design engagement delivering five short videos (four planned plus one scope expansion) following an initial InDesign terms-and-conditions layout task.

EARLIER EXPERIENCE

Rail Europe

Sep 2019 – Mar 2020

Graphic Designer. Digital campaign assets for international travel markets.

Walker Crips

Jun 2019 – Sep 2019

Graphic Designer. Investor-facing print and digital marketing materials.

Bank of America Merrill Lynch

Jan 2019 – Jun 2019

Graphic Designer. Corporate reports, executive presentations and marketing collateral.

Travellex

Jun 2018 – Dec 2018

Graphic Designer. Multilingual retail collateral and digital marketing assets.

Stylebolt

Aug 2014 – Aug 2016

Lead Graphic Designer. Brand identity, retail store collateral and digital communications for an Apple reseller.

EDUCATION

BA in Graphic Design and Advertising (2:1) | Budapest Metropolitan University

2012–2015

English fluent | Hungarian native | Spanish conversational

SKILLS

Brand & Systems: Brand Identity, Design Systems, Visual Governance, Brand Guidelines, Typography, Concept Development, Packaging Architecture

Digital & Motion: Storyboarding, Motion Graphics, Video Editing, Kinetic Typography, Landing Pages, Digital Campaigns, Email Design

Creative Delivery: Concept-to-Delivery Ownership, Stakeholder Collaboration, Junior Mentoring, Freelance Coordination, AI-Assisted Image Workflows

Tools: Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Monday.com