

Ondrej Zdenek

Branding | Design | Motion | Video

Email andrew.zdenek@gmail.com
Phone 0770 874 8097
Web curiouslybydesign.me

I'm a Designer based in London, working across Branding, Motion Graphics and Video Editing. With a hands-on approach and a sharp eye for detail, I bring concepts to life through thoughtful design and clear visual storytelling – whether it's shaping a visual identity or bringing artwork to life. I thrive in collaborative, fast-paced environments where creative ideas can be explored and refined. I'm driven by curiosity, organised in process, and always up for learning something new.

Skills



Brand Strategy

Develops cohesive visual identities from research and concept to visual system with clear direction.



Concept Development

Creates strong visual ideas rooted in narrative, exploring direction, function, and originality in every brief.



Motion Graphics

Brings still graphics to life through clear, purposeful motion with attention to pacing and design clarity.



Video Editing

Edits short-form content from concept to final cut with strong narrative flow and clarity. Experienced with show/studio reels.

Recent Experience

PAINTING PRACTICE

London, UK · Oct 2022 – Present

BAFTA winning design studio specialized in design for Film & Television

ROLES:

Junior Motion Designer · Sep 2024 – Present
Creative Coordinator · Apr 2024 – Sep 2024
Junior Design Artist · Jan 2023 – Apr 2024
Design Assistant · Oct 2022 – Dec 2022

Junior Motion Designer

Sep 2024 – Present

- Designed fictional brand identities, user interfaces, and in-world graphic systems for high-profile productions like Doctor Who.
- Worked from concept to delivery on background and hero graphics in still and animated formats.
- Worked closely with my seniors, concept artists, producers and directors to align motion design with wider visual storytelling.

Creative Coordinator

Apr 2024 – Sep 2024

- Led creative organisation and planning across a multi-disciplinary art team.
- Helped prepare creative assets and ensured visuals aligned with the client's expectations.
- Edited pitch videos, internal edits and WIP film sequences with curated soundtracks.
- Stepped into the new role while remaining involved in in-house design when required.

Junior Design Artist

Jan 2023 – Apr 2024

- Designed and edited presentations, pitch decks, and digital content – including case studies, studio reels, and social media assets.
- Produced background/hero graphics for productions like Doctor Who, I Hate Suzie, Family Plan and other NDA-bound projects.

Design Assistant

Oct 2022 – Dec 2022

- Supported the Creative Director on a studio-wide rebrand, contributing to design strategy from early concepts to final brand touchpoints.
- Contributed to the development of brand guidelines and visual direction, while designing new internal assets and website content.

Other Experience

Junior-Mid Graphic Brand Designer | Aug 2025–
Mustard Brand Studio

Freelance

- Researching the client's background, their competitors and ideal visuals and case studies
- Concept development based on a design strategy set by the team
- Designing brand systems and final touchpoints and presenting outcomes in front of the clients
- Designing UI/UX in Figma and animating in After Effects for video marketing

Freelance Projects

Trappea - Maternity support worker business

- Logo design and brand tone of voice

Akvabelykv - Synchronized swimming club

- Logo, merch and leaflet design

Brand Designer | 2019–2022
MOIAELIXIRS

Innovative cosmetics brand

- Branding co-creation and consultation
- Logo concept development and creation
- Experienced in communication with client
- Website advice and visual assets creation
- Photo editing for various purposes
- Design of product labels, brochures, infographics, icons, promotional material, brand presentation, mockups and etc.

FK NejdeK - Smalltown Football club

- Leaflet and poster design

Nhât Bao

- Logo design

Education

1st Class BA (Hons) Graphic Design | 2019–2022
University of Suffolk
2022 Studentship Award Winner

Maturita Exam (SAT/A-levels) | 2011–2019
1st Czech grammar school in Karlovy Vary
English: A, Maths: A, Maths: B, Czech: C

Soft skills

General

Critical Thinking, Communication, Organization, Creativity, Teamwork, Quick to Learn, Adaptability

Tools

Figma, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe After Effects, Adobe Premiere, Adobe Xd, DaVinci Resolve, Microsoft Office

Portfolio

For more visit:
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