



Name (age): **Ing. Oto Lázar (37)**

Location: **Bratislava (Slovakia)**

OTILAZAR

ART DIRECTOR / UI/UX DESIGNER / ILLUSTRATOR

WORK EXPERIENCE

2021 - 2024 Citadela spol. s r.o.

ART DIRECTOR

- art direction & graphic design, motion graphics, UI/UX design, illustrations, video editing, AI prompting (all according to the needs of a full-service advertising agency)

2015 - 2021 Agrotrade Group spol. s r.o.

MARKETING MANAGER & SENIOR GRAPHIC DESIGNER

- cooperation with a team of 8 employees to ensuring the company's advertising outputs; ensuring the operation of the production premises for printing labels & leaflets; creating an extensive 500-page catalog annually; preparing the company for various exhibitions, organizing company events; communication with external advertising agencies and printers; pricing orders; preparation of B2B and B2C campaigns and compilation of strategies; internal communication with other departments, technical security of the office; creating various printing materials & OOH; social media content creation; newsletter (Mailchimp); web administration; studio photography; training of other graphic artists, marketing specialists & printer operators

2011 - 2015 Agrotrade Group spol. s r.o.

JUNIOR GRAPHIC DESIGNER

- creation of all graphic outputs of the company according to the established corporate identity, chief editor of a 40-page internal magazine (4 editions/year)

SPECIAL SOFTWARE

PHOTOSHOP



ILLUSTRATOR



INDESIGN



FIGMA



PREMIER PRO



AFTER EFFECTS



LIGHTROOM



XD



HTML / CSS / WORDPRESS



SOFTWARE KNOWLEDGE

- Microsoft Word, Excel, Powerpoint, Outlook
- Wix - webeditor
- Facebook Business Manager
- Mailchimp, Mailjet - newsletter editor
- Midjourney - AI image generator

CONTACT



0915 923 102



www.otilazar.com



oto.lazar87@gmail.com



oto.lazar



zuwilazar



Otil Lazar

EDUCATION

2006 - 2011

Slovenská poľnohospodárska univerzita v Nitre

2002 - 2006

Gymnázium P. J. Šafárika v Rožňave

LANGUAGES

SLOVAK



HUNGARIAN



ENGLISH UNICERT B 2



GERMAN

