gabriella renka

senior brand designer · freelance · based in spain

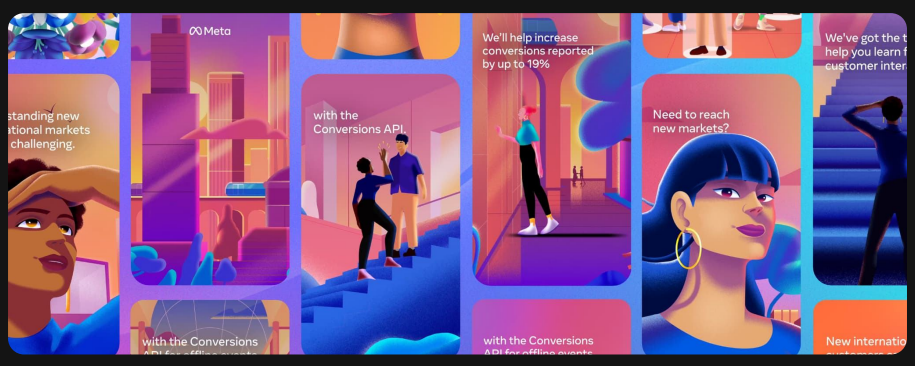
templates, guidelines and playbooks for multi-market brands, built to keep running after i hand them over

10
years in agencies and in-house

12
languages in one system

2,000+
videos from one template

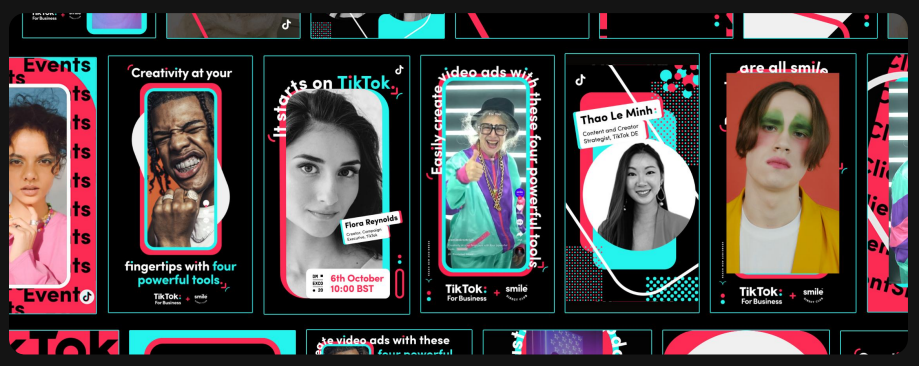
selected work



Meta: Always On

template system behind 2,000+ personalised videos in 12 languages across EMEA, LATAM and APAC. every execution met brand standards without a designer touching it.

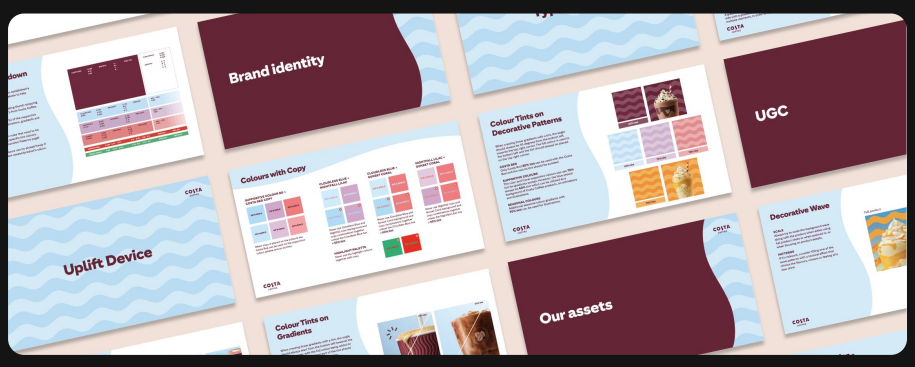
watch the motion →



TikTok for Business: social template system

6 content categories in 4 ratios, editable without After Effects knowledge. i trained the 30-person EMEA team; templates were in use from day one.

watch the motion →



Costa Coffee: social brand playbook

91 pages covering 14 asset categories, built solo from brief to handoff. the FMCG team ran a summer campaign without coming back to the agency.

view case →



Perk: global rebrand

copy and UI animation system for a launch across 10+ locations on two continents, from Madison Square Garden to the London Underground.

watch the motion →

what i do

template systems for social, video and presentations · brand guidelines and playbooks · presentation and document design · social content with light 2D motion

clients: Meta · TikTok for Business · Costa Coffee · Perk · Dole

available now for freelance projects

gabriellarenka.com gabriellarenka@gmail.com book a 30-min call →