Marija Englman



VISUAL & BRAND SYSTEMS DESIGNER

Brand Identity Manager / Visual Design and Brand Systems Designer with 7+ years of experience building scalable identity systems, specialising in turning visual identities into scalable, usable systems. Experienced in building brand hubs, DAM architecture, reusable templates, governance, documentation, onboarding resources and creative workflows that help distributed teams create consistent work independently.

Strong hands-on visual craft across digital, print, motion and video, with experience collaborating across Marketing, Product, IT, Commercial and Leadership.

CONTACT

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Belgium

LANGUAGES

Croatian (native)

English (fluent)

Dutch (B1/B2)

EXPERIENCE

JUL 2023 - AUG 2026

VISUAL DESIGNER - BRAND SYSTEMS & CREATIVE OPERATIONS | STUDYPORTALS, THE NETHERLANDS

CORE RESPONSIBILITIES

Owned the Studyportals visual identity as a scalable cross-channel system, covering digital, print, motion, video, and environmental touchpoints.

Built the foundation for a centralized brand ecosystem, including a Brand Hub, DAM architecture, reusable templates, creative standards and supporting resources.

Created and maintained governance, documentation and onboarding materials that make brand rules clear, practical and easier for teams to adopt.

Translated visual identity principles into repeatable patterns, templates and self-service tools that enable non-designers to produce consistent, on-brand work.

Designed scalable creative workflows and approval processes that improve efficiency, reduce bottlenecks and strengthen quality assurance.

Partnered with Marketing, Product, Commercial, IT and Leadership to identify system needs and turn business requirements into usable creative solutions.

Maintained hands-on ownership of high-impact brand work, ensuring the system remains grounded in real production needs across campaigns, presentations, digital content, motion, video and print.

Experimented with AI-assisted workflows and branded templates to increase scalable output while maintaining visual consistency and quality.

KEY ACHIEVEMENTS

- Introduced a centralized Brand Hub and DAM structure to make approved assets, guidance and templates easier to find and use.
- Enabled teams to create more content independently through self-service resources, documentation, templates and AI-assisted guidance.
- Redesigned creative and approval workflows to reduce publishing errors and unnecessary rework.
- Established governance frameworks that improved consistency across teams while reducing reliance on Design for routine brand decisions.
- Created reusable templates, illustrations, motion, and visual asset systems that strengthened consistency across presentation design, print design, video production, digital channels, and events.

APR 2019 - MAY 2023

VISUAL DESIGNER - DEPHION INFORMATION TECHNOLOGY & SERVICES, THE NETHERLANDS

CORE RESPONSIBILITIES

Led the visual design and creative direction of educational mini-game projects.

Created illustrations, animations, game assets, and visual concepts that supported engaging learning experiences.

Collaborated with designers, developers, and content specialists throughout the production process.

Developed interactive experiences using Figma and Unity.

Produced high-quality visual assets that supported product development and brand communication.

KEY ACHIEVEMENTS

Led the creative direction of educational mini-games within a health-focused application.

Combined illustration, animation, and game design to create engaging and accessible learning experiences.

Translated complex educational content into intuitive and visually engaging interactive experiences.

Delivered high-quality visual assets that strengthened both product quality and visual consistency.

Fostered effective collaboration across multidisciplinary teams to deliver successful creative projects.

NOV 2018 - APR 2019

HOUSEKEEPER | CSU CLEANING SERVICES, THE NETHERLANDS

JUN 2015 - AUG 2015
JUN 2014 - AUG 2014

PRODUCTION WORKER | IT'ZA MEXMA FOOD BV, THE NETHERLANDS

MAR 2013 - NOV 2013

WAITRESS | "SLAVONAC" ZAJEDNICKI OBRT, CROATIA

APR 2012 - OCT 2012

SALESWOMAN | "MARCO POLO", CROATIA

JAN 2006 - JAN 2012

ADMINISTRATOR | HRVATSKE SUME D.O.O, CROATIA

EXPERTISE

- **SYSTEM THINKING:** Turning visual principles into repeatable rules, templates, libraries and workflows that can scale beyond an individual designer.
- **GOVERNACE & ADOPTION:** Creating documentation, onboarding and practical guidance that helps teams understand and correctly use a system.
- **CROSS-FUNCTIONAL COLLABORATION:** Working with stakeholders across design, marketing, product, IT, commercial teams and leadership to identify needs and align solutions.
- **CREATIVE OPERATIONS:** Improving request, production and approval workflows to reduce friction while protecting quality and consistency.
- **VISUAL CRAFT:** Strong foundation in typography, layout, illustration, motion, video, print and digital design, keeping systems connected to real creative output.

EDUCATION

2016 - 2017
MA Media Studies | Maastricht University | Maastricht, The Netherlands

2013 - 2016
BA Media Studies | Maastricht University | Maastricht, The Netherlands

Graduated with distinction (8/10). Part of the Marble programme for the top 20% of students.

TOOLS &TECHNOLOGIES

Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro | Figma | Canva | Procreate | Microsoft Copilot | ChatGPT | SharePoint | Airtable