



SCAN TO VIEW
MY PORTFOLIO

Curriculum Vitae.

VISUAL AND EXPERIENCE
DESIGNER



Location Piešťany
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Slovakia

Hlboká 378
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Slovakia 92221

Hi there!

I am Samo, a visual designer
who loves turning ideas into
clear, engaging visual



Visual Design

Creating clean, consistent
and impactful visuals for
digital and print



Marketing Mindset

From campaigns to KPI
tracking - I think in terms
of impact and result



User Focused

Combining UX/UI thinking
to design with clarity and
purpose

Design is how I communicate.
Strategy is how I make it work.

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Samuel Zenko.

Exprience Designer

summary

In my diverse marketing and business roles across various industries, I've developed a broad perspective. This experience has not only enhanced my understanding of diverse customer needs but has also taught me how to communicate with them effectively.

I was always passionate about the combination of design with improving and optimizing things, and finding solutions.

education

2023 - PRESENT / EXTERNAL STUDY

University of St. Cyril and Methodius in Trnava,
Marketing Communication

2015 - 2020 /

Ľudovít Winter Hospitality and
Business Management School

skills

Hard skills

9/10 - Figma

8/10 - Adobe Illustrator

8/10 - Adobe Photoshop

7/10 - Adobe XD

7/10 - GA4, GSC, Hotjar

Soft skills

Creativity, collaboration, Adaptability,
Time Management

experience

ESET / Global Visual and UI Designer

April 2025 - Present

Currently I work as a Visual/UI Designer at ESET, where I primarily support and maintain token based design systems in Figma.

I also create a wide range of visual outputs including newsletters, brochures, infographics, social media assets and campaign visuals.

My work often involves translating complex cybersecurity topics into clear, structured and visually consistent communication. I approach design through visual quality, usability and content hierarchy, making sure each output supports the intended message and user journey.

EMPIRIA / Online Marketing Specialist

September 2022 - September 2024

I worked as a Marketing Specialist connecting visual design, UX/UI, content and newsletter communication. I was responsible for designing and managing campaigns for multi-day trainings and events, with a focus on clear content structure, segmentation and practical usability. I also contributed to web and landing page improvements, worked with behavior insights from Hotjar and analytics tools, and created visual assets for digital campaigns and events. Alongside static visuals, I worked on reels content from various internal events, supplier collaborations and larger expo events, including post-production, subtitles, animated elements and aftermovies.
