



ONE PERSON
INSTEAD OF
A LONG LIST OF
VENDORS.

MICHAL TOLINGER

Art director / Graphic designer / Photographer / AI workflow designer

ABOUT

I design brands from strategy to the final photo. With AI I can now finish campaigns, websites and automated tools built for your team myself, so they take over repetitive manual work.

For companies I handle the whole visual side. Agencies and studios get me as external support in their team.

12+

years in design

73+

clients and brands

6,000+

briefs delivered

25+

photo productions

WHAT I DO

- Branding and identity

Art direction

Campaigns, content systems

Presentations, templates
- Web

Photography, production

AI workflows, automation

TOOLS

Ps

Photoshop

Ai

Illustrator

Id

InDesign

Lr

Lightroom

Ae

After Effects

Figma

Figma

Canva

Canva

Blender

Blender

Claude Code

Claude Code

Magnific

Magnific

Lovable

Lovable

EXPERIENCE

2023–now

ROUVY Senior graphic designer

Key visuals, performance campaigns and landing pages for a global app.
Art direction for the brand switch to outdoor and on productions.

Creative testing system. AI system of agents, scripts, apps and automations covering the whole process of testing and evaluating Meta campaigns.

2016–now

Freelance Branding, art direction & photography

Visual identity for Edward, new brand for Gepard Finance.
Duvio: strategy, art direction, photography, 3D.

2019–2023

Nordblanc Senior graphic designer & team leader

Led a team of five, rebranding, key visuals for 20 campaigns a year, eleven productions in the Dolomites, Alps and Tatras.

2018–2019

ChytryHonza.cz Graphic designer

UI/UX of a financial product comparison site and a B2B partner system, rebranding, graphics for the adviser network.

2016

Zelený shop Graphic designer

E-shop management, social media, print, PPC banners.

2014–2016

SocialSprinters Junior graphic designer

Social media, PPC banners, microsites, web design, print.