

Bianka Simonidesova

Brand & Experience Lead. I make brands you can walk into, wear and remember.

San Francisco, CA

bianka.simonidesova@gmail.com

(415) 535-3746

[linkedin.com/in/biushca](https://www.linkedin.com/in/biushca)

biushca.com

Brand and experiential marketing lead. I own brand events end to end: strategy, creative concepting, event identity, spatial design, production, vendor management and on-site execution.

Upscale

Nov 2024 – present

Brand events for Magnific in Málaga, San Francisco and New York.

- Lead the full event lifecycle for brand-owned conferences of 1,000+, from planning and concept to production and on-site execution.
- Develop event identities, spatial design concepts and experiential elements: floorplans, stage, booths, merch and video.
- Manage production agencies, fabricators, AV and venue partners.
- Built sponsor brand activations from zero, and invite-only Upscale Days for enterprise clients.

* Experience

Magnific (formerly Freepik)

Brand & Experience Lead

2026 – present

Product Brand Designer

2025 – 2026

Grew the creative team: hired our designer and lead a team of 4. Built upscaleconf.com.

Freepik

Senior Product Marketing Designer, AI Red Team

2024 – 2025

Launched Pikaso and the BrAIns newsletter. The initiative became Upscale.

Customer Success Manager

2023 – 2024

Iconfinder

Marketing & Communications Assistant

2021 – 2023

Customer Service

2019 – 2021

* What I do

Brand events

Experiential marketing

Brand activations

Creative direction

Event identity

Spatial design

Agency management

Vendor management

Venue partners

On-site execution

Team leadership

* Tools

Figma, Illustrator, Premiere Pro, After Effects, Magnific, Claude

* Sponsors

Google Cloud, fal, Alibaba

* Education

MSc Tourism

Aalborg University

BA Hospitality Management

Copenhagen Business Academy

* Languages

Slovak, English