



Gerda Dukavičiūtė

Content & Visual
Communication Creator

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EXPERIENCE

Children's AI Educator

02/2026 - Present

VAIKYSTĖS TAKAS ↗

- Designing and leading creative AI educational sessions for preschool-aged children.
- Introducing AI through storytelling, play, and creative activities.
- Integrating children's ideas into practical tasks.
- Adapting activities to age, reactions, and attention span.
- Creating a safe and positive learning environment.

Freelance Social Media Video Creator

12/2025 - Present

DONATAS KLIMAŠAUSKAS ↗

- Creating video content for massage services: filming and editing with a focus on slow, calm, and aesthetically pleasing storytelling.
- Working in an intimate filming environment: professional work close to the body, ensuring client comfort, privacy, and a smooth massage experience.
- Sensitive communication during filming: managing situations and visual decisions while maintaining client respect and trust.
- Crafting visual atmosphere through details, movement, and close-up shots to convey calmness, slowness, and the essence of the service.

HOLISTICA WELLNESS CLUB ↗

04/2024 - Present

- Generating and developing video ideas with the brand founder, shaping a consistent visual direction for Instagram and the website.
- Organizing and executing individual shoots with fitness coaches: implementing ideas, active on-set communication, observing movement and body lines, and finding aesthetic filming angles in the gym.
- Filming workshops at client companies: capturing session flow while creating a comfortable, safe environment and adapting to an audience unfamiliar with cameras.
- Editing videos according to the brand's musical identity.

VAIKYSTĖS TAKAS ↗

04/2023 - Present

- Working from a pre-prepared concept framework, creative direction, and visual references, while allowing space for children's natural, unscripted expression.
- Creative planning: generating ideas, shaping thematic directions, analyzing inspirations, and preparing for filming to achieve an authentic, lively result.
- Filming with children: adapting to unpredictable situations, capturing spontaneous emotions, play, and interactions that cannot be staged, which form the main value of the content.
- Sensitive work with children of different ages, including early childhood groups: observing and capturing nonverbal communication, emotional reactions, and subtle behavioral details.
- Moderating the filming process: balanced involvement and giving space to children, ensuring a safe, supportive, and creative environment.
- Applying experimental creative solutions (involving children in filming, partial authorial control relinquishment) for authentic and unexpected video storytelling.
- Video editing with a focus on content authenticity.
- Creating unique, authentic video content that initiated new trends and directions: high organic visibility on Instagram and TikTok, significant growth in views and engagement, with some content becoming widely shared.

- MARY MO ↗ 11/2025 - 02/2026
- Creating promotional concert video: filming and editing to attract audience and convey event atmosphere.
 - Filming concerts in confined spaces: working close to the performer, musicians, and audience while ensuring an uninterrupted concert experience and careful environmental observation.
 - Editing concert footage, applying new technical and creative solutions, and refining professional skills.
 - Filming orchestral concerts: adapting to larger musical structures, dynamics, and varied stage situations.
 - Assisting performers during pre-filming and concert preparation, ensuring a smooth creative process and trust-based working environment.
- MAGNUS kredito unija ↗ 12/2025 - 12/2025
- Filming a Christmas work celebration and tree decorating process to convey a cozy, natural atmosphere.
 - Video editing, integrating text elements while maintaining brand visual consistency according to style guidelines.
- VIKTORIJA MAS ↗ 08/2024 - 08/2025
- Creating Instagram content to increase visibility; achieved higher reach compared to previous client communications.
 - Filming and editing interview-style videos to present services and personal positioning.
 - Creative direction: generating video ideas, selecting locations, planning visual structure.
 - Managing sensitive audience reactions: ensuring clear, consistent, visually compelling communication.
 - Coordinating on-camera communication: structuring messages and managing body language and voice tone.
- BRAIN FIT ↗ 04/2024 - 09/2025
- Generating ideas, filming, and editing interview-style videos to showcase client experiences.
 - Coordinating on-camera communication: structuring messages, managing body language and voice tone, creating a safe and calm environment for natural expression.
- #PILATESKITUR ↗ 04/2024 - 02/2025
- Filming across multiple spaces: capturing participants' activities and the organizer/trainer in action.
 - Editing in a minimalist, aesthetic style to convey the client's vision, luxury, femininity, subtle sensuality, and strong personality.
- PROKAPITAL / BORGIO ↗ 10/2024 - 11/2024
- Creating luxury lifestyle videos: concept development and visual style interpretation.
 - Filming in urban environments: architecture, restaurants, museums, everyday city life, multiple sessions at different times of day.
 - Adapting video content for social media to convey elegance, accessibility, and the Italian lifestyle mood.
- DOVILĖ TIRIŪTĖ ↗ 07/2024 - 07/2024
- Creating promotional Instagram Reels videos for a social media influencer according to client requirements, including concept development, idea generation, and execution of visual solutions.
 - Video filming and editing.
- Freelance Social Media Content Creation** 02/2024 - 08/2025
- ENURA BEAUTY LAB ↗
- Managing Instagram content: preparing monthly visual communication plans, grid layouts, posts, stories, and copywriting.
 - Content organization and strategy: coordinating monthly meetings, planning content, and aligning with the client.
 - Video content creation: filming, editing, and idea generation.
 - Filming composition setup: arranging backgrounds and visual elements for engaging, aesthetic shots.
 - On-camera communication coordination: structuring messaging and managing body language and vocal tone during filming.
- Content & Visual Communication Creator** 11/2023 - 07/2025
- KARUSELLE ↗
- Developing Instagram visual communication: creating, publishing, and maintaining posts and stories.
 - Instagram Reels initiative: introducing the brand to Reels format, filming, editing, and organizing video creation processes.

- Collaborative creative work: generating ideas, filming, and editing while coordinating closely with a colleague to align content with brand needs.
- Regular video content production, enhancing brand visibility and audience engagement.
- Actively refining skills in filming, editing, and visual concept development.

FACTORY BY RIBAS ↗

09/2022 - 05/2023

- Developing brand visual communication across social media, primarily focusing on Instagram.
- Social media management, including the founder's personal Instagram account: content planning, publishing, and ensuring visual consistency.
- Developing creative direction and content concepts: visuals and communication logic.
- Creating Instagram Reels video content: idea generation, filming, and editing, making video a key part of brand visual communication.
- Filming events, jewelry, and production processes, conveying brand aesthetics and authenticity.
- Creative photoshoot development: idea generation, moodboard creation, collaborating with the creative team; managing one photoshoot from concept to budget and execution.
- Implementing graphic design solutions: brand identity elements, social media visuals, and print layouts.

Assistant Graphic Designer

04/2023 - 02/2025

DEVENE design studio ↗

- Implementing visual solutions: email signature designs, branded materials, and poster creation.
- Layout and visual preparation of weekly and monthly reports in Lithuanian, Latvian, and Estonian.
- Adapting designs for various formats, including print and digital projects.

DISTIFY ↗

12/2021 - 10/2022

- Created the first project flyer design for initial client experience; later adapted to client branding.
- Prepared social media advertising visuals.
- Produced digital cards for print and engraving.
- Designed branded merchandise materials.
- Developed the first sales proposal design from concept to final product.
- Drafted the preliminary version of the brand style guide.
- Executed logo redesign and updates.

Graphic Design Internship

09/2021 - 10/2021

TOTEM AGENCY ↗

- Prepared a visual business gift proposal for a competition, collaborating with the project manager; the proposal won the project for the agency.
- Designed promotional stand and flyer from concept to print, aligning aesthetics with client and agency goals.
- Recognized as "Discovery of the Year" at the company annual review for creativity and initiative.
- Received an invitation to collaborate with the lead graphic designer's personal studio as a freelance graphic designer.

EDUCATION

Multimedia and Computer Design

09/2018 - 06/2022

VILNIUS TECH – Vilnius Gediminas Technical University - Bachelor's Degree in Computer Science

- Digital product creation: from concept to technology selection.
- Text, audio, and video processing and presentation.
- Development of information systems and user interface design.
- Fundamentals of computer architecture and operating systems.
- Learning and applying programming languages.
- Interactive application development for multiple platforms.

SKILLS

CapCut	Expert	Creative adaptation
Adobe Illustrator	Advanced	Visual communication
Canva	Advanced	Visual thinking
Office Programs (Word, Excel, PowerPoint)	Advanced	Visual analysis
Adobe Photoshop	Basic	Visual aesthetics
Adobe Premiere Pro	Basic	Hooks creation
Adobe After Effects	Basic	Visual storytelling
UX/UI Programs (Figma, Adobe XD)	Basic	Content authenticity
Lighting control		Video production (filming & editing)
Audio recording		Instagram Reels creation
Music-video synchronization		TikTok content creation
Video export / format adaptation		Working with people
File management / archiving		Working with children
Strategic thinking		Social media audience management
Content strategy		Sensitive communication
Time management		Building trust
Creative planning		Atmosphere creation
Idea generation		Situational management
Creative initiative		Process monitoring
		Creative sensitivity

LANGUAGES

Lithuanian	Native	Russian	Basic
English	Intermediate		