

+ PROFESSIONAL EXPERIENCE

2018 -2020 Art Director - "Ecosense" /// Los Angeles, USA

- Developed and managed book of standards and performed quality control across all advertising media including print, visual and digital.
- Managed collaborative meetings to conceptualize new advertising campaigns.
- Designed and collaborated with developers to build New Website
- Interviewed creatives to ensure that they met the clients' esthetic standards.

2014 - 2018 Brand Design Lead - "MediaArtsLab" /// Los Angeles, USA

- Created, managed, supervised and approved multiple projects for clients such as Apple Music, iTunes, iTunes movies, App Store and iBooks.
- Spearheaded art direction and visual branding products for the company clients in the United States and overseen localization for clients in Mexico, Australia, Latin America, Canada, Japan and China.
- Led a team of 8 designers & animators and chaired collaborative meetings with clients, account managers, producers, creative directors, copy-writers and art directors to conceptualize new advertising campaigns.
- Analyzed book of standards and performed quality control across all digital media such as print ads, OOH, DOOH, pre-roll videos, snapchat ads, facebook canvases, static banners, website takeovers etc.
- Sat on and led recruitment interviews to ensure that the selected designers met the clients' esthetic standards.

2011 Designer - "EUORscg" /// New York, USA

- Designed and built User Interfaces (UI) for websites, taxi kiosks, and mobile phone apps.
- Collaborated with developers to field test, trouble-shoot and improve upon UI in advertising products.
- Developed new email templates, PowerPoint brochures, web design etc.

2009 -2011 Designer - "RG/A" /// New York, USA

- Generated products for, established new branding schemes for and managed multiple projects concurrently with a heavy focus on digital and social media.
- Participated in collaborative meetings to conceptualize new advertising campaigns.

+ CLIENTS



+ EDUCATION

2011 - 2013 Master of Fine Arts in Film Directing - American Film Institute /// Los Angeles, USA

- Graduated 2013

2005 Omega School : Adobe Advanced Course /// Belgrade, Serbia

- Graduated 2005

2001-2005 Bachelor of fine arts in Film Directing - University of Art "BK" /// Belgrade, Serbia

- Graduated 2005

1996-2000 Graphic Designer - School for Design /// Belgrade, Serbia

- Graduated 2000

+ SKILLS

Adobe Photoshop® CC
Adobe InDesign® CC
Adobe Illustrator® CC
Adobe After Effects® CC
Adobe Premiere® CC