

Versatile graphic designer with 6+ years of experience delivering high-impact visual content across digital and print platforms. Proficient in Adobe Creative Suite and Figma, I excel at creating user-centric designs that enhance brand identity and drive audience engagement. My expertise includes end-to-end project management, from concept development to final execution, with a strong focus on branding, spatial design, and visual storytelling. Known for my ability to collaborate in fast-paced, agile environments and consistently meet tight deadlines, I am eager to contribute my innovative design thinking and creative problem-solving skills.

EDUCATION

Faculty of Digital Arts
Metropolitan University, Belgrade
Department for Graphic Design,
Printed media
GPA: 9.8

AREAS OF EXPERTISE

- Advertising Design
- Editorial Design
- Project Management
- Social Media Content
- Mobile and Web Design
- Brand Identity
- UX/UI Design
- Event Design
- Spatial Design
- Exhibition Design
- Typography
- Photography

CONTACTS

 ivankrgovic89@gmail.com

 [linkedin.com/in/ivan-krgovic](https://www.linkedin.com/in/ivan-krgovic)

 www.ivankrgovic.com

 +381 64 3696 500

PROFESSIONAL EXPERIENCE

Creative Designer
ARx Vision, Computers and Electronics Manufacturing
03/2024 - present New York, NY

- Assisted the startup in exploring various design concepts for their brand identity, ensuring alignment with their objectives and enhancing the user-product relationship
- Established and developed visual guidelines for various digital marketing materials increasing the accessibility and visual engagement and multiple slide decks

Graphic Designer
Faculty Of Fine Arts, University of Arts
09/2020 - present Belgrade, Serbia

- Rebranded, and established new brand guidelines, in close collaboration with the University's Management resulting in increased interest and student enrollment
- Conceptualised, designed, and produced exhibition posters, signage and environmental graphics, email newsletters, and print and digital advertisements and publications for marketing campaigns
- Increased the visibility of the University's annual student exhibition with its new exciting visuals for posters, promotional materials and spatial design

Graphic Designer
Center for Graphic Arts and Visual Research Graphic
09/2020 - present Belgrade, Serbia

- Rebranded the existing visuals in a contemporary manner, appealing to a broader age range resulting in increased sales and exhibition attendance
- Optimized print costs and utilised paper waste into printed marketing materials
- Set up the standard for the design of various exhibition collaterals giving the institution a recognisable minimalistic identity
- Drove the implementation and combining of digital medium with traditional art techniques, substantially enriching the graphic art with numerous possibilities
- Collaborating closely with artists in a cross-functional team to create visually stunning graphic art that gained widespread acclaim.

Junior Graphic Designer
Ping-Pong Studio, interior and graphic design studio
09/2018 - 03/2020 Belgrade, Serbia

- Developed and executed design concepts, creating and infusing brand identity elements into various collateral, including brochures, catalogues, and promotional materials
- Worked collaboratively with interior designers and architects with the goal of matching brand visuals with interior design solutions

Artworker
Amadeus Mobile Solutions, IT company
01/2018 - 08/2018 Madrid, Spain

- Video editing and design of promotional materials for the app and website of the telecommunications company