



# Svetlana Mandic



### Address

Ville Mont-Royal (QC),  
Canada

### Contact

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### Languages

Français  
Anglais  
Serbe

### PORTFOLIO

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<https://www.linkedin.com/in/svetlana-mandi%C4%87-6812a434/>

## ABOUT ME

Greetings! I am an art director specializing in 360° marketing campaign, illustration, web design, – or a delightful fusion of them all.

My journey in the realm of design began with a profound love for challenges and a deep fascination for estetic and innovative technologies. Beyond the pixels and vectors, I cherish the love toward traditional art through the practice of illustration.

For me, each project is a creative journey where ideas seamlessly evolve into artistry.

## EDUCATION

Immigration,  
Francisation  
et Integration  
Québec

**2024**  
Comparative evaluation of studies - Bachelor

**1999-2005**  
Masters in Graphic Design  
University of Arts in Belgrade,  
Faculty of Applied Art

**1993-1997**  
Graphic design technician  
High School of Design, Belgrade, Serbia

## SKILLS

### SOFTWARES

#### Graphic Design

- Branding
- Logo Design
- Packaging Drsign
- Typography
- Photo Editing
- Web Design



\*Photoshop



\*Illustrator



\*InDesign



\*PowerPoint



\*Word



\*Figma

#### Illustration

- Vector Illustration
- Traditional Illustration
- Infographic



\*Illustrator



\*Procreate

#### Video

- Motion Graphic
- Video Editing



\*Premier Pro



\*After Effects

# EMPLOYEMENT HISTORY

## & key responsibilities

2020 – 2024

**MOVING TO CANADA  
LEARNING FRENCH  
FREELANCING**

Montréal, Canada



I took a professional break to help my child adapt to the new school environment and the challenges of distance learning during the COVID-19 pandemic.

I dedicated 18 months to learning French at a francization center.

2015– 2019

Packaging Art Director & Cofounder

**CLAY PICTURES**

Belgrade, Serbie

2011 – 2014

Senior Art Director

**SAATCHI & SAATCHI**

Belgrade, Serbie

2005 – 2011

Senior Art Director

**LEO BURNETT**

Belgrade, Serbie

1999 – 1999

Part time Graphic Designer

**TRANS:EAST DESIGN**

Belgrade, Serbie

### Brand Positioning, Conceptualisation and Creative Development:

- Define and understand the target audience for the brand.
- Stay informed about industry trends and lead the development of visual elements for advertising campaigns across various platforms, including print, digital, social media, and more.
- Work closely with copywriters, designers and marketing teams in brainstorming sessions and creative discussions to contribute ideas and insights.

### Art Direction:

- Provide clear art direction to other team members, including photographers, illustrators, and designers, to ensure that the creative vision is realized effectively.

### Mentorship and Training:

- Provide guidance and mentorship to junior team members, fostering their professional growth and development.

### Project Management and Quality Control:

- Manage multiple projects simultaneously, ensuring deadlines are met and quality is maintained.
- Review and approve final designs, ensuring they meet the required standards and specifications.

## A W A R D S

# 2011

Non-profit campaign "Battle for Babies" campaign for the donation of 100 incubators"

Agency: Saatchi & Saatchi

Client : B92

- CRESTA Awards – Gold, Integrated Campaign
- EACA Care Awards – Grand Prix, Best Nonprofit Campaign
- Golden Drum – Silver, Integrated Campaign,
- Golden Drum – Silver, PR Campaign
- WEBIT – Gold, Web Campaign
- Cristal Media & Advertising Summit –Gold, Integrated Campaign,
- Golden Hammer – Silver, Integrated Advertising Campaign,
- Cannes Lions – Finalist, Integrated Campaign,