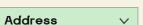


Svetlana Mandic :::



Ville Mont-Royal (QC), Canada

Contact

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Languages 🗸

Français Anglais Serbe

PORTFOLIO



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



2024

Comparative evaluation of studies - Bachelor

1999-2005

Masters in Graphic DesignUniversity of Arts in Belgrade,

Faculty of Applied Art

1993-1997

Graphic design technician High School of Design, Belgrade, Serbia

SKILS

Graphic Design

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







*Illustrato



*InDesign



*PowerPoint



SOFTWARES

*Word



*Fiama

Illustration

- Vector Illustration
- Traditional Illustration
- Infographic



*Illustrator



*Procreate

Video

- Motion Graphic
- Video Editing





*Premier Pro

*After Effects

EMPLOYEMENT HISTORY

& key responsabilities

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 Developement:

- 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 Menagement 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



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,