



RESUME  
**SVETLANA MANDIC >>> LANA**  
 Graphic Designer & Illustrator

**Address**

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**Contact**

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**Languages**

French  
 English  
 Serbian

[svetlanna\\_mandic](#) **PORTFOLIO**  
[svetlanamandic.wixsite.com/portfolio](#)

**ABOUT ME**

Greetings! I am a graphic designer 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**

- 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**

- |  |                       |  |                     |   |                        |
|--|-----------------------|--|---------------------|---|------------------------|
| <ul style="list-style-type: none"> <li>• Logo Design</li> <li>• Packaging Design</li> <li>• Typography</li> <li>• Branding</li> <li>• Photo Editing</li> <li>• Web Design</li> </ul> | <b>GRAPHIC DESIGN</b> | <ul style="list-style-type: none"> <li>• Vector Illustration</li> <li>• Traditional Drawing</li> <li>• Motion Graphic</li> <li>• Product Animation</li> <li>• Video Editing</li> </ul> | <b>ILLUSTRATION</b> | <ul style="list-style-type: none"> <li>• Creative</li> <li>• Responsible &amp; Independant</li> <li>• Calme under pressure</li> <li>• Ready to learn</li> <li>• Ready to teach others</li> <li>• Communicative</li> </ul> | <b>PERSONAL SKILLS</b> |
|  |                       | <ul style="list-style-type: none"> <li>• Motion Graphic</li> <li>• VIDEO</li> </ul>  |                     |   |                        |

**SOFTWARES**



**EMPLOYEMENT HISTORY**

- 2015-2019**  
**Packaging Art Director & Cofounder**  
**CLAY PICTURES**  
 Belgrade, Serbia
- 2011-2014**  
**Senior Art Director**  
**SAATCHI & SAATCHI**  
 Belgrade, Serbia
- 2005-2011**  
**Senior Art Director**  
**LEO BURNETT**  
 Belgrade, Serbia
- 1999-1999**  
**Part Time Graphic Designer**  
**TRANS:EAST DESIGN**  
 Belgrade, Serbia

**& KEY RESPONSABILITES**

- 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.

**AWARDS**

**2012** Non-profit campaign "Battle for Babies" campaign for the donation of 100 incubators"  
 Agency: Leo Burnett, Client: Doncafé

- 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,