Bogdan Novaković

UX/UI Designer & illustrator

Versatile designer & illustrator with dual master's degrees and diverse experience spanning academia, freelancing, and agencies of all sizes. Initially focused on brand identity, packaging, and advertising creative, I shifted to work as a UX/UI designer. Experienced in remote working and living in Europe as a digital nomad.

INFORMATION

🇪🇺 Italian working permit

🇷🇸 Serbian citizenship

📍 Milan, Italy

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SKILLS

Drawing, Painting, Printmaking
3D Modeling, 3D Rendering
Storyboarding, 2D Animation;

Brand Identity/Packaging/Graphic Design, Typography & Lettering;

User Interface, User Experience, Lo-fi/Hi-fi Prototyping, User Interviews, User Journey Mapping, Surveys;

HTML/CSS (Basic);

WORK EXPERIENCE

StreamlineHQ [streamlinehq.com]
ILLUSTRATOR / ART DIRECTOR

📅 Oct 2020 – Feb 2023
📍 Belgium, Bruxelles

I started working for them while they were still a small startup, but now they have grown into one of the top design assets libraries globally.

- **Art directed and created the** Bruxelles **illustration set from scratch,** developing over 1,000 illustrations within set deadlines.
- **Adopted various art styles and techniques** for other illustration sets to meet the diverse topics and requirements of stakeholders.
- **Produced engaging and visually appealing illustrations** in both SVG and PNG formats based on market research and customer needs.

School of Computing [dizajn.raf.edu.rs]
TEACHING ASSOCIATE

📅 Jan 2019 – Jul 2022
📍 Serbia, Belgrade

I served as a Teaching Associate in the Multimedia Design Department at the School of Computing in Belgrade.

- **Assisted senior professors and helped students with assignments** in Graphic Design, Illustration, 2d Animation and UX/UI design.
- **Organized remote classes via Zoom and assisted professors** in the setup and management of these classes.
- **Assisted senior professors with student paperwork,** tracking data, and managing assignments.

Freelance [www.upwork.com]
DESIGNER/ILLUSTRATOR/BUSINESS OWNER

📅 Jan 2017 – PRESENT
📍 Remote, WWW

I pursued my goal of becoming a digital nomad freelancer, opened an independent business to handle my taxes, and relocated to Italy.

- **Achieved Top Rated Plus status on Upwork,** placing me among the top 3% of freelancers on the platform.
- **Successfully completed over 87 various design projects,** totaling more than 1000 hours of work for various international clients.
- **Received only 5-star ratings and positive client feedback for all projects.** Visit my profile on Upwork to read my clients' testimonials and verify this; the link is above, next to the job description.
- **Designed various brand identities, packaging, illustrations, and icons.** Lately, I have also started handling UX/UI design projects.

McCann [mccann.rs]
DESIGNER/STB ARTIST

📅 Jan 2014 – Aug 2016
📍 Serbia, Belgrade

I progressed to a senior designer, working with clients like Coca-Cola, Nestle, L'Oreal, Delhaize, Plazma, MTS Telecom, and more.

- **Handled daily design tasks for clients,** including presentations, leaflets, social media graphics, and campaign visuals. Met strict deadlines and provided quick, on-the-spot solutions when needed.
- **Worked in the packaging design team for nearly a year, designing daily for** Delhaize's Premia line. Tasks included packaging design, mockups, print-ready files, and final print approval from factories.
- **Designed key visuals for the summer Balkan region campaign** *"Plazma for Every Trip."* This campaign was featured on various ads, including billboards in multiple formats and TV commercials.
- **Worked with the agency's research data team on the study** *"The Truth about Youth in Serbia."* Designed visuals and exhibition materials for the project, which won the prestigious UEPS Award.

TOOLS

Figma, FigJam;

Adobe Illustrator, Photoshop, Lightroom, InDesign, After Effects;

Procreate, TVPaint;

Maya, Blender, Cinema 4d, KeyShot;

Notion, Trello, Microsoft Office;

FontLab;

AWARDS

2023: *"5 Best App Background Designs that Elevate the User Interface."* Article mention - DesignRush

2018: *Etisalat Telecom Store of the Future Design,* Second Place - Eyeka

2018: *Doritos Buzz - Design Award,* Second Place - Eyeka

2017: *Unilever - Nexxus Shampoo Design Award,* First Place - Eyeka

2016: *UEPS (Serbian Association of Market Communications), Golden Award* - UEPS Awards, Serbian Association of Market Communications

2015: *"Let Us Illuminate The World" ARTZEPT (Zepter International)* 3rd Place - Zepter International

2014: *"Cosmetic Bottles & Containers" ARTZEPT* - Special Mention Award Zepter International

2013: *"Don Quixote" Typeface design competition* - 3rd Place - Cervantes Institute, Spanish Cultural Center

PUBLICATIONS, SEMINARS & LECTURES

2024 Seminar: University of Belgrade, My lecture: *"Using Artificial Intelligence as a Copilot in Branding: New Perspectives and Opportunities."*

2020 Publication: *"Do You Speak Holo? A Mixed Reality Application for Foreign Language Learning in Children with Language Disorders."* *Acknowledged

VOLUNTEERING

Digital Design Days [ddd.live]
CUSTOMER SERVICE STAFF

📅 Oct 2019
📍 Italy, Milano

I provided valuable support to the conference organizers by promoting the festival on social media and assisting with daily organizational tasks during the event.

EDUCATION

M.Sc.Communication Design
POLITECNICO DI MILANO

📅 Sep 2019 – Oct 2023
📍 Italy, Milan

[SustainablySmart: AI as our UX/UI co-pilot in green app design]

For my final graduation thesis, I delved into the exploration of Artificial Intelligence (AI) and its impact on the product design industry. While building an app for sustainability, I investigated AI's pros and cons and how it can serve as a co-pilot to assist us in our UX/UI design processes. My studies were completed with a grade of 109/110.

MA. Graphic Design
FACULTY OF APPLIED ARTS

📅 Sep 2007 – Oct 2012
📍 Serbia, Belgrade

My studies were completed before the Bologna system was fully integrated in Serbia, spanning five years in total (3+2). In the last two years, students chose two main subjects to specialize in. I completed thesis work in Animation and Typeface Design, and I graduated with the highest marks, 10/10.

COURSES

User-centered perspectives [bestr.it/badge]
Politecnico di Milano (One week workshop)

UX Research [memorisely.com]
Memorisely (8-week bootcamp)

Design Systems [memorisely.com]
Memorisely (curently attending)

3D/VFX Essentails [school.craterstudio.com]
Crater Training center (7-weeks, 105 classes)

Digital Compositing [school.craterstudio.com]
Crater Training center (7-weeks, 75 classes)

Various courses [interaction-design.org]
Interaction Design Foundation IxDF

LANGUAGES

Serbo/Croatian	Native
Italian	Advanced
English	Full Proficiency
French	Elementary
Hungarian	Elementary