

FEDOR RAKIC

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Career Profile

Professional Web Graphic Designer and Video Expert with 17 years of experience in designing variety of static, interactive and animated visual collaterals for various start-ups, companies and marketing agencies. All this time my major goal was helping different businesses enhance their ATL and BTL marketing through Clean, Neat and User Centred Designs, Imagery and Videos. I am proficient in creating: Websites, UX UI, Mobile Responsive, Flowcharts, Infographics, Web and Social Media banners, Web Applications, Email Newsletters, Landing pages, Logos, Posters, Ads, Memos, Brochures, Catalogues, Flyers, Video Tutorials, TV Commercials, Intros, Chroma Key, Video Editing and 2D Animation.

Career Highlight

1. While working for Revenviews company I was initially responsible only for logo design, wireframing, flowcharts and mock-ups. The idea was to lead AIR BNB renters to market their property with additional 3D floor plans of their real estate. As the project went further, I was in charge for designing the whole website from scratch using UX principles. This included detailed visuals of all elements, behaviours, responsiveness and instructions for developers. Main funnel lead renters through fast and simple user journey of turning their house images into 3D floor plans.
2. After 4 years of working as a Lead graphic designer in the largest East EU sport gaming company MozartBet, with my visuals (web, print, video) I communicated and helped many passionate sport-bet players but also rookies to have an understanding of various betting games, favourite odd ranges and huge odd offers this company provides. In contrast to what was seen in other sport betting houses of that time, I tried to create UI friendly, clean, neat and minimalistic design that will bring clear messages to all end users, which is why the company achieved much greater reach compared to competitors.
3. What I am really proud about my work period involved in Imagematters agency, was the opportunity to create Facebook Apps prototypes related to best known multinational brands like: Sharp, Reebok, Adidas, Pedigree, Whiskas, BMW, Audi, Mercedes, Lindt, Perrier, Salomon, Suunto, Baskin Robins, Jameson, Nescafe, etc.

Work Experience

- 2018 - 2021 Gigatron company Ltd, Belgrade, Serbia - Retail seller of quality broad-spectrum techniques**
Logo designs, website redesigns, broad spectrum web designs, billboard design, UX research, UX Elements Design
- 2017 - 2018 SITE123, Tel Aviv, Israel - High End User Friendly website building CMS**
Designing company Logo and homepage, creating multipurpose UI website templates and examples.
- 2017 Project for Charfen Institute, Austin, Texas, US - Leading Business Coaching for Entrepreneurs**
Logo design, vector graphics, youtube videos, covers.
- 2016 - 2017 AirSketchers, Singapore, RoS - Startup Marketing AIR BNB Properties with 3D Floor Plans**
UX UI design (wireframe, sitemap, storyboard, mock-ups, prototyping), UX research, web banners, copyright.
- 2016 Awards international, London, UK & UAE - Development of professional Business Awards programmes**
UX UI design (wireframes, mock-ups, sitemaps, storyboards), print designs, video edit, 2D animation, simple 3D.
- 2014 - 2016 Imagematters, Dubai, UAE - Integrated Marketing and Communication Solutions Provider**
Web design (websites, web banners, Apps & prototypes), graphic design (posters, cards), photo and video editing, copyright.
- 2012 - 2014 Upwork oDesk, San Francisco, US - Freelance platform that Connects Business Clients with talented Contractors**
Web designer, graphic designer and video editor for hundreds of various clients. At least 5000 working hours.
- 2008 - 2012 MozartBet Ltd. - Largest East European Sport Betting company**
Designing corporative visual elements, graphic design, copyright, design / redesign of all print collaterals and video editing.
- 2008 Television S, Belgrade, Serbia - Television and Radio Station**
Creating TV trailers, crawlers, intros, commercials and various animations.

2004 – 2008 First Production, Belgrade, Serbia - Movie and DVD Production

Video editing, TV commercials, movie trailers, DVD authoring, 3D animation and rendering, web & graphic design, vector drawings, hardware repair, assembling and maintenance of various PC configurations, OS installation.

2001 – 2004 Astorija Graf Ltd., Belgrade, Serbia - Printing Office, Importer of CNC engraving machines

Website and web portal design, vector drawing, print ads, graphic design, redesign and prepress, redesign and editing of newspaper ads, system administration (OS installation, maintenance, OS imaging / ghosting and virus protection).

2000 - 2001 P.T.P. Tasovac, Belgrade, Serbia - Plastic and Engraving Factory

Preparation and navigation of Laser engraving system X2-600, logo vector drawing, graphic print design (ID cards, ads, flyers, posters), photo editing, system admin. (OS installation, maintenance, OS imaging / ghosting).

Certificates

Google UX Design Certificate (I am currently studying at the 6th of 7 months of this course)

Software Skills

	Level				
Adobe Photoshop	●	●	●	●	●
Adobe XD	●	●	●	●	●
Adobe Illustrator	●	●	●	●	●
Adobe Premiere	●	●	●	●	●
Adobe After Effects	●	●	●	●	●
Adobe InDesign	●	●	●	●	●
Figma Inc. Figma	●	●	●	●	●
Corel Draw	●	●	●	●	●
MS Office (Word, Power Point)	●	●	●	●	●
Wondertouch Particle Illusion	●	●	●	●	●
Sonic Scenarist	●	●	●	●	●
Autodesk Maya	●	●	●	●	●
MeisterTask, Miro, Jira	●	●	●	●	●
HTML, CSS	●	●	●	●	●

Education

2009 – 2014 Digital Art Department - State University of Arts in Belgrade - Interdisciplinary PhD studies

(GPA: 9.57 / 10.00) - PhD Title: "Creative Aspects of the Published Digital Art Image"

2003 – 2006 Digital Art Department - State University of Arts in Belgrade - Interdisciplinary MA studies

(GPA: 9.25 / 10.00) - MA Title: "Problems in creating of 3D Digital Music Video in the field of Popular Music"

1994 – 1999 Painting and Graphics Department - State Academy of Applied Arts and Design in Belgrade

(GPA: 9.39 / 10.00, Awarded full **scholarship for academic excellence**)

1989 – 1993 Computer Programming Department - IX Mathematical High School in Belgrade

Foreign Languages

English (approximately B2 - C1 level according to IELTS assessment test)

Croatian, Bosnian, Macedonian – Native

Personality and Soft Skills

Studious, confident, responsible, communicative individual with strong work ethics, mainly dedicated to achieving utmost quality, but also being a productive, enterprising team member with the ability to learn from critique.

Hobbies

Amateur electric guitar player, amateur athletic gymnastic (BB) practitioner.