

**Slava Micic**

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# Visual Designer

**I translate business requirements +  
customer needs into design solutions  
that are engaging, valuable and  
usable.**

I design to get attention, shape understanding, and drive action by helping prospective customers learn about products/services, understand the vision, and develop trust and affinity for brands.

simplify. persuade. delight.

## WORK EXPERIENCE

### **Visual Designer, Musson Cattell Mackey Partnership**

Jul 2016 – Aug 2018, Vancouver

Redesigned and directed production of all corporate communications, websites, marketing, branding and synthesized business development content for this large, fast-paced architecture firm. Produced winning high quality presentations and real estate project development proposals for global corporations (Amazon, Starbucks, Deloitte, lululemon, Samsung, Fairmont Hotels).

### **Web Designer, Massive Media Inc.**

Jan 2015 – Apr 2016, Vancouver

Lead a team of designers for digital and print, involved in all steps of the design process (from ideation, wireframing and concept work to project delivery) including websites, social media campaigns, interactive and mobile applications, and produced work which attracted new profile of clientele (The Vancouver Opera, CBC, Transcend Longevity).

### **Co-founder/Designer, Creativitality**

Aug 2010 – Dec 2014, Online

Invigorated brand identities through innovative communication strategies and generated design systems and template libraries to establish consistent, coherent and memorable experiences for clients in lifestyle, hospitality and health industries. Featured in Air Canada EnRoute, BBC Travel, ELLE and Cosmopolitan magazines.

#### EXPERTISE + APPROACH

**Visual storytelling**  
**Creative direction + design**  
**Digital media + PR**  
**Corporate communications**  
**Stakeholder engagement**

Intuitive. Collaborative.  
Imaginative. Efficient. Positive.  
Driven. Holistic. Like to keep it simple and visualize big ideas with a roadmap to completion.  
Meet challenges with optimism.  
Think quick on my feet.

#### EDUCATION + TOOLS + INTERESTS

**M.A. Development Economics**  
University of Saskatchewan, 2009

**B.B.A. Marketing + Economics**  
Bishop's University, 2006

Expert user of Adobe CC (Photoshop, Illustrator, InDesign, Dreamweaver). Sketch. CMS (WordPress). HTML. CSS. Trello. Slack. Art. Travel. Philosophy. Photography. Architecture. Data Visualization. Abstraction. Cycling. Hiking. Frisbee.