

SLAVA MICIC

art direction | design | content

<http://slavamicic.com>

PROFILE

Web designer with 7 years of experience in playing a role in design, art direction and content creation for brands. Possesses strong design & photography skills and creates eye catching content that engages the consumer, and reinforces the brand.

Collaborates on research, technology and editorial content to establish creative direction and raise brand awareness through eye-catching digital campaigns.

SKILLS

Designs and develops visual narrative, while producing engaging digital content that connects brands with consumers in a meaningful way.

Strong design skills to create and curate compelling multimedia content

Experience working with video, slideshows, interactive, and other asset types

Ideate and build content marketing strategies that communicate and achieve objectives

Ability to analyze data, summarizing insights for media, websites, and social engagement strategies

Design, update and maintain CMS controlled sites (Wordpress)

Completing projects from wireframes/storyboard to core development and final production

Excellent story sense: eye for spotting and developing stories that are on trend and drive conversion

Follow web trends and newest design practices to improve performance and efficiency, and streamline process

EXPERIENCE

Massive Media / Lead Designer (January 2015 - April 2016, Vancouver)

Lead creative for interactive, print and broadcast communications, including websites, social media campaigns and content design.

ELLE Magazine / Content Contributor (August 2014 - December 2015, Online)

Contributed photography & content (visual diary) for lifestyle and travel section of Elle Magazine, including travel guides and recommendations.

Creativity / Web Designer (December 2010 - December 2015, Online)

Photography & art direction for web. Strategy & design of customer-focused interactive & print, including websites, mobile apps, social media campaigns and animations.

University of Saskatchewan / IT Consultant (August 2007 - May 2009, Saskatoon)

Consultant for University's ITS department, providing media and IT services to over 20,000 students and staff, assisting with on-site use of computers and digital media equipment.

EDUCATION

Master of Arts (Economics) / University of Saskatchewan / 2009, Saskatoon

Bachelor of Business (Marketing) / Bishop's University / 2006, Sherbrooke

LANGUAGES & INTERESTS

English, Serbian, basic French. Likes architecture, photography, travel and cycling.

To get in touch, please email slava@creativity.com or call **778.251.2983**