

## ABIT ABOUT ME

Creative Director with 15+ years of experience leading brand, design, and creative strategy across tech, enterprise, and architecture sectors in New York, London, and Sydney. Proven track record of building and scaling creative functions, leading cross-functional teams, and shaping brand narratives that drive measurable business impact. Combines creative vision with strategic execution to elevate brand positioning, optimize user experiences, and deliver cohesive global campaigns. Experienced in influencing senior stakeholders and aligning teams around a unified creative direction.

## CORE STRENGTHS

- Creative Direction
- Brand Strategy & Development
- Team Leadership
- Design Systems & Scaling
- Campaign & Content Strategy
- Cross-Functional Collaboration
- UX/UI Optimization
- Stakeholder Influence
- Mentorship & Team Growth

## EDUCATION/QUALIFICATIONS

Bachelor of Science in Graphic Design (Evaluation)  
University of Minnesota, 2021

Advanced Diploma in Graphic Design  
(Associate Degree)

Central Institute of Technology, Australia, 2009

## TOOLS

+ Adobe Creative Cloud  
(InDesign, Photoshop, Illustrator,  
Lightroom, Premiere Pro, After Effects)



- + Powerpoint, Google Slides, Keynote
- + Figma, Unbounce, Canva
- + monday.com, Slack, Teams
- + Gemini, Claude, Adobe Firefly, OpenAI

## LANGUAGES

English (Fluent)

Serbian (Conversational)

## PROFESSIONAL EXPERIENCE

### Central

New York | Creative Director (Oct 2023 – Present)

- Lead the evolution of the company's brand across marketing, redefining visual identity and messaging to strengthen positioning and drive engagement.
- Established and scaled a unified design system and brand guidelines, improving team efficiency by 33% and ensuring consistency across global touchpoints.
- Partner closely with Product and Marketing leadership to align brand and user experience, creating a more cohesive end-to-end customer journey.
- Drove a 13% increase in web conversion through strategic UX/UI improvements in collaboration with Demand Generation.
- Lead a high-performing creative team, introducing scalable workflows and external partnerships to support rapid growth.
- Launched a global Brand Ambassador program to elevate brand standards and drive consistency across regional teams.

New York | Senior Graphic Designer (Jun 2022 – Oct 2023)

- Played a key role in shaping the brand's visual direction during a period of growth and transformation.
- Delivered high-impact creative across campaigns, web, and product marketing, contributing to increased engagement and brand consistency.
- Collaborated cross-functionally with marketing, product, and sales teams to elevate creative output and align on strategic goals.

### Outbrain (now Teads)

New York | Senior Graphic Designer (Jan 2019 – May 2022)

- Developed and executed global campaigns and digital content supporting marketing and sales initiatives.
- Partnered with product, sales, and executive teams to ensure consistent and strategic brand application across regions.
- Introduced scalable templates and brand assets to streamline content production and improve efficiency.
- Acted as a brand advocate, influencing stakeholders and guiding teams toward stronger, more cohesive creative solutions.

### Agencies & Contract Roles

London | Contract Graphic (2018-2019)

- Delivered brand, campaign, and pitch work for a range of clients across industries.
- Led visual storytelling across digital, print, and environmental design, adapting quickly to varied brand needs.

### Oggers Berndtson Executive Search

Sydney | Design and Marketing Executive (Feb 2015 – Feb 2018)

- Developed high-level pitch, proposal, and brand materials for executive audiences. Presented creative concepts to senior stakeholders, influencing decision-making.
- Elevated the quality and consistency of marketing and client-facing materials.

### CIMIC Construction and Mining, Australia

Perth | Senior Graphic Designer (Apr 2011 – Oct 2014)

- Led design across large-scale enterprise marketing initiatives, including campaigns, site branding, and corporate communications.
- Delivered end-to-end creative from concept through execution across print and digital applications.
- Collaborated on-site to direct photography across major projects.