



# JOVANA MATOVIĆ

## SENIOR VISUAL & DIGITAL DESIGNER

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Senior visual and digital designer with 8+ years of experience in brand identity, art direction, editorial and UI design. Builds distinctive visual systems across campaigns, print, retail and digital products for brands including Off-White, Ray-Ban, Renault and Dacia.

## PROFESSIONAL EXPERIENCE

### YASON

Oct 2023 – Present

Lead Visual Designer **Full-time** Luxury eyewear distributor

- **Lead visual design and creative development** for eyewear campaigns, editorial publications, digital communication, retail and events; mentor the design team.
- **Co-created Bask** from concept and naming through visual identity; directed photoshoots, launch events and brand communication.
- **Designed the Bask online store** end to end, from research and UX to developer handoff and launch.
- **Delivered campaigns for Off-White, Palm Angels, Arnette and Ray-Ban** in line with each brand's global guidelines.
- **Art-directed the "Get Ready for A\$AP Rocky" editorial campaign**, shaping location and styling, directing photography and artist interviews, and coordinating the creative team.
- **Designed three annual editions of Yason Magazine**, including editorial layouts, image selection, retouching and print production.

### ARTIGMA

Feb 2021 – Present

Co-founder & Lead Designer **Independent studio**

- **Co-founded an independent creative studio** delivering brand identities, visual systems, websites, packaging and campaigns across industries.
- **Lead a team of two designers and a marketing strategist**, taking projects from concept and client presentations to production and delivery.
- **Develop brand guidelines** and visual communication for digital, print and physical environments.

## JUNEO

2022 – 2023

### Product & Web Designer

Hybrid contract

Blockchain network

- **Designed Juneo Wallet and Juneo Stream**, including user flows, wireframes and interactive Figma prototypes.
- **Defined Juneo's visual guidelines** and designed the website, with custom illustrations, charts and presentation graphics.
- **Built reusable UI components** that became the base of the product design system; researched comparable products and worked with developers on implementation.

## SOCIAL BEAR MEDIA

2018 – Present

### Graphic Designer

On-site · Remote contract

Marketing agency

- **Created campaign assets for Renault, Dacia and Cockta**, including social media visuals, print materials and motion graphics, adapted for the Serbian market.
- **Produced animated ads and video edits** in collaboration with Renault and Dacia's design teams.
- **Adapted creative concepts** across channels and formats with agency and production teams.

## EDUCATION

### Master of Applied Arts, Branding and Engagement

2017 – 2019

Academy of Fine Arts, Novi Sad

### Bachelor of Applied Arts

2013 – 2017

Academy of Fine Arts, Novi Sad

## CORE SKILLS

Brand identity

Visual systems

Art direction

Editorial design

Campaign design

UI design

User flows

Wireframing

Prototyping

Design systems

Motion graphics

Print production

## TOOLS

**Design** Figma · Adobe Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · Framer

**AI** Claude · ChatGPT · Krea · Lovable

## LANGUAGES

Serbian (native) · English (full professional proficiency)