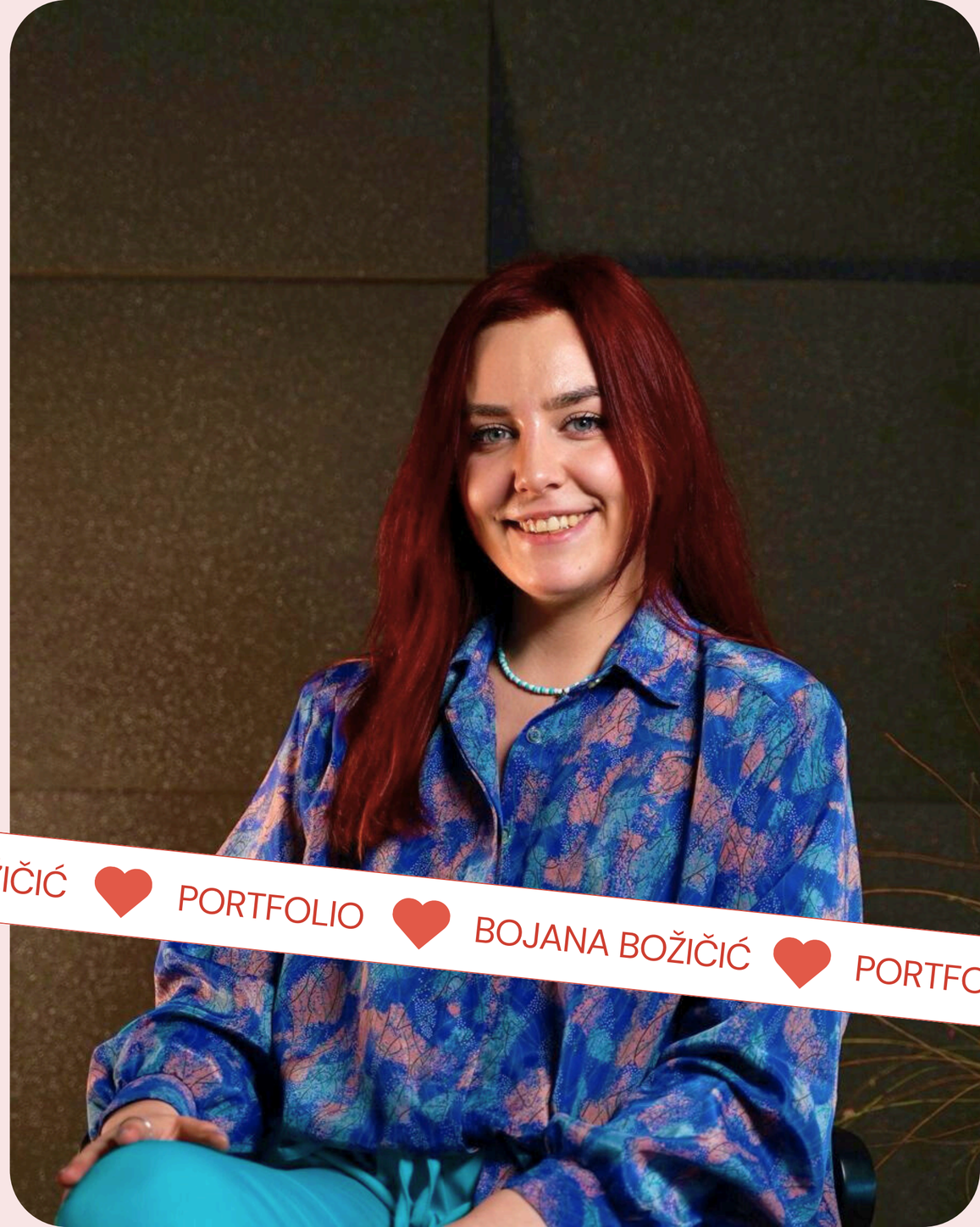
PORTFOLIO

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HELLO,
I AM BOJANA

HERE IS LITTLE BIT ABOUT ME...

Design wizard by day, obstacle course runner and world traveller by weekend. With a degree in art and a passport full of Erasmus stamps, I turn chaos into creativity. Currently running on 10K runs, Balkan humor, and boundless curiosity and exploration.



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EDUCATION

FACULTY OF MEDIA AND COMMUNICATIONS

DIGITAL ARTS AND VISUAL COMMUNICATION / 2017-2021

An interdisciplinary program combining contemporary art practices with design and digital technologies. The curriculum emphasizes visual communication, interactive design, animation, and multimedia production. It fosters creative thinking, conceptual development, and practical skills relevant to the fields of graphic and digital design, with a strong foundation in both theory and hands-on experience.

SCHOOL OF DESIGN

PACKAGING DESIGN / 2013-2017

A specialized secondary education program focused on packaging design within the broader field of visual communications. The curriculum integrates graphic design, product presentation, and material studies, with an emphasis on branding, form, and function. Students gain practical and theoretical knowledge in creating visually appealing and functional packaging solutions, preparing them for higher education or professional roles in the design industry.

WON AN AWARD FOR BEST STUDENT



WORK EXPERIENCE

FOUNDEVER
GRAPHIC DESIGNER EVALUATOR / 2023 - PRESENT

Collaborating with a major freelance client to elevate and refine their visual identity across their platforms and managed and desinged elements for one part of a platform.

EMIT 24
NEWS PAPER DESIGNER / 2021-2022

Created page layout designs and developed new visual elements and templates to enhance overall design consistency and user experience.

MJ IDEAS AND SOLUTIONS STUDIO
GRAPHIC DESIGN INTERNSHIP / 2019

Developed packaging design, promotional materials, POS and social media content for various brands. Gained hands-on experience in food styling, scene setup, and photography for food-related campaigns such as Maggi soups and KitKat.

TOOLS THAT I USED IN MY PREVIOUS ROLES:

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Lightroom
Canva

Word
Excel
Google Docs
Google Sheets
Trello
Slack
Monday
Salesforce
Confluence

VOLUNTEER EXPERIENCE

IRIDA

DESIGN TEAM MEMBER / 2024 - PRESENT

Created engaging social media and print content aimed at raising awareness for women's issues, focusing on impactful messaging and visual design to foster support and drive engagement.

WORLD YOUTH WAVE

DESIGN TEAM LEADER / 2022 - 2023

Oversaw task delegation within the team, assigning responsibilities based on individual strengths and project requirements. Facilitated regular review sessions to provide feedback, ensure quality standards, and promote collaborative decision-making throughout the design process.

WORLD YOUTH WAVE

DESIGN TEAM MEMBER / 2021 - 2022

Designed social media content and print materials that effectively represented the organization and promoted the ISWiB festival, aligning with its visual identity and communication goals.



ALSO PARTICIPATED IN AND LEAD 4 ERASMUS PROJECTS

MY PREVIOUS WORKS

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Star Tours

Travel agency

Social media design and media kit

Designed a social media post system and a simple media kit direction: destination-based templates, pricing blocks, and consistent layout rules so new offers can be posted fast without breaking the look.

Why these colors: The bright turquoise/blue leans into “clear skies + summer travel,” and it gives instant contrast against photos so the offer text stays readable.

@supercute.rs

Star Tours

Travel agency

Social media design
and media kit

Big, clean sans-serif headlines feel practical and “agency-like,” while the spacing and hierarchy (headline → discount → details) are built for quick scrolling.

@supercute.rs



Exit

Music festival

Social media
design

Created high-energy feed assets for announcements (tickets, countdown, lineup tease) using punchy typography, color blocking, and photo cutouts that feel loud and urgent.
Electric blues, yellows, and reds are basically visual volume. They match festival energy and make every post read like an “alert” in the feed.

@supercute.rs



Exit

Music festival

Social media design



@supercute.rs



Bratislava Christmas market

Christmas market

Social media design and stationery

Built a holiday identity system that works across socials and stationery: a modular pattern set, simple icon shapes, and a friendly poster layout that can hold dates, location, and “free entry” info

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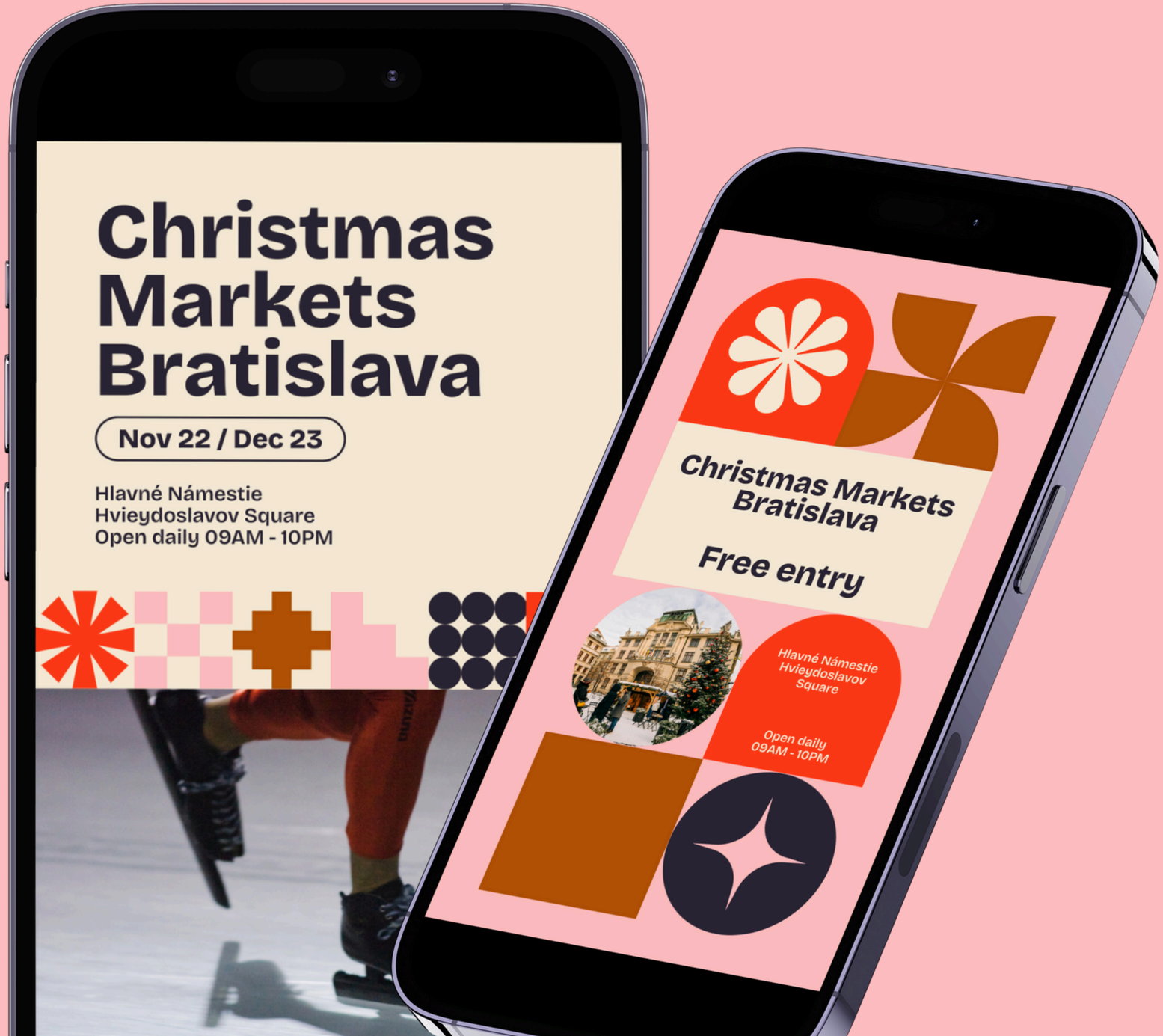
Bratislava Christmas market

Christmas market

Social media design
and stationery

Warm reds and soft pinks feel festive and cozy, while the earthy browns keep it from looking too “kidsy” and make it feel like a real city event brand.
Rounded, approachable sans-serif type supports the “family-friendly market” tone and pairs well with the decorative patterns.

@supercute.rs



Retro

Second hand store

Social media
design

Designed a bold, graphic social system with collage-style product photos, retro-inspired pattern tiles, and punchy captions that feel like thrift poster culture.

Strong orange and saturated primary tones scream “vintage,” and they make the feed feel energetic and confident, not dusty or muted.

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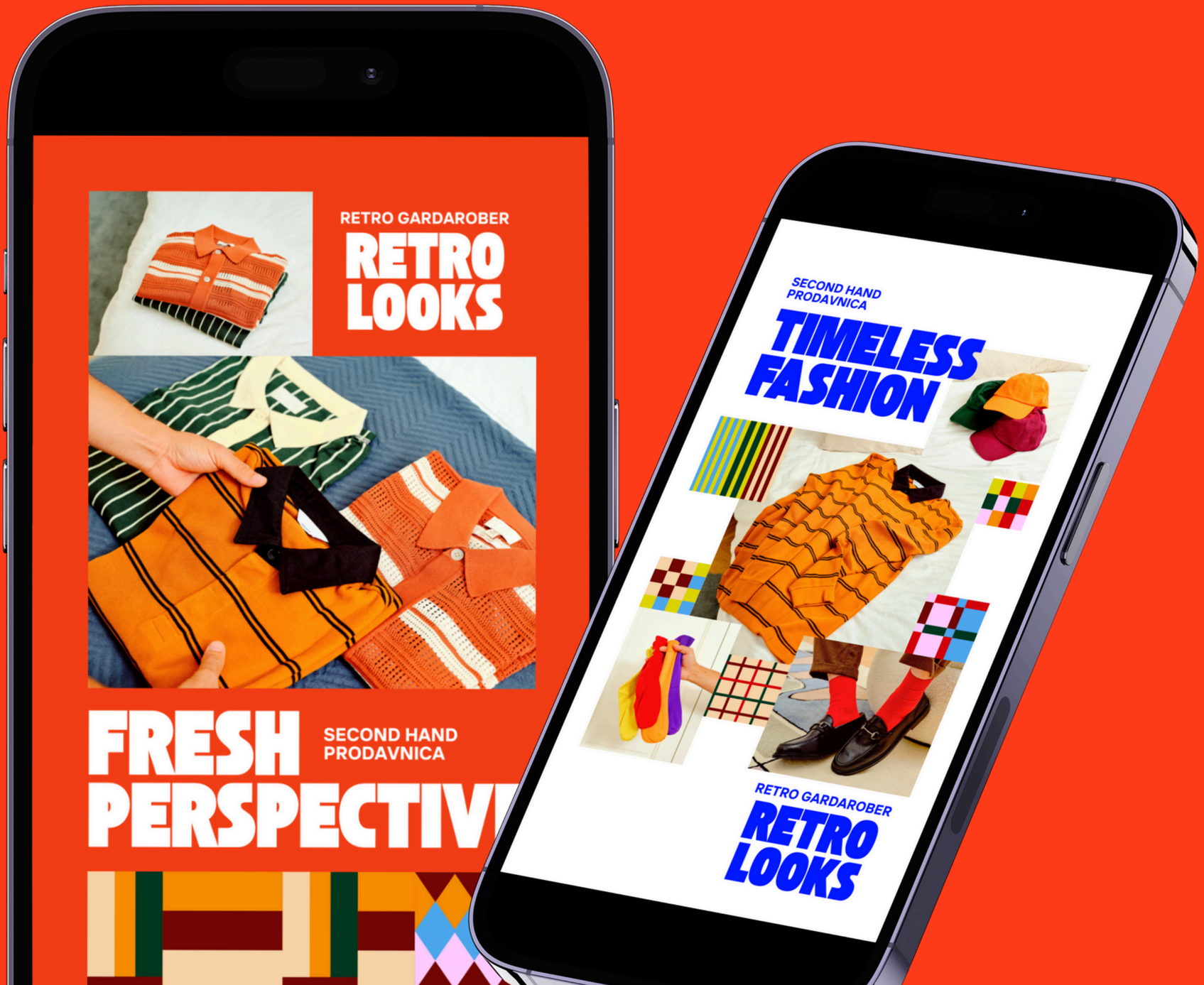


Retro

Second hand store

Social media design

Chunky, display-style typography sells the “retro” attitude and makes short phrases hit fast.



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Bica

Coffee shop

Social media design

Created a premium, moody social direction with product photography, menu-style overlays, and a consistent “label” layout that frames each drink like a featured item.

Dark backgrounds + warm coffee tones make it feel cozy and upscale,.

@supercute.rs



Bica

Coffee shop

Social media design

A script-style logo communicates craft and personality, while the clean menu text overlay keeps it functional..

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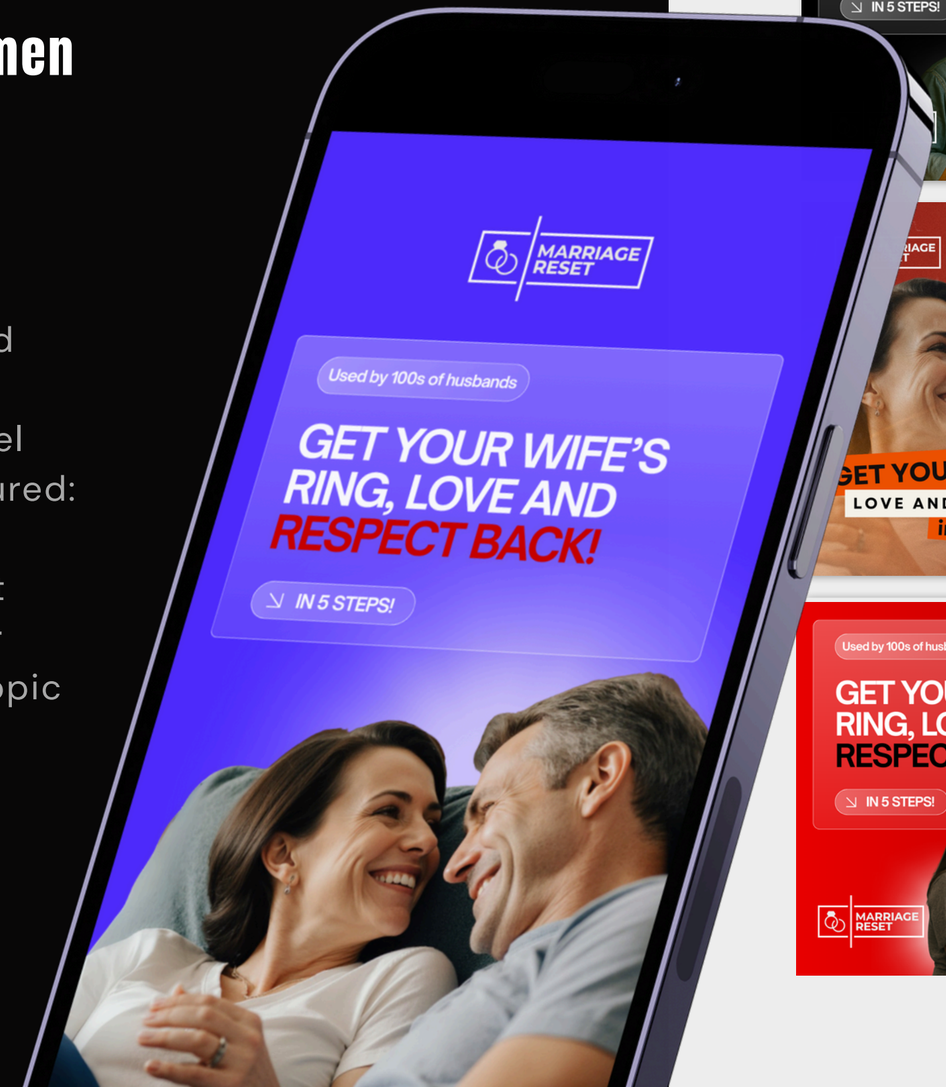
Marriage reset

Coaching for men

Website blog and Youtube cover design

Designed blog and YouTube cover templates that feel direct and structured: strong headline blocks, consistent framing, and clear contrast so the topic reads instantly.

@supercute.rs





Marriage reset

Coaching for men

Website blog and Youtube cover design



@supercute.rs

LET'S COLLABORATE AND ELEVATE

YOUR BRAND PRESENCE WITH ME!

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