



Resume

# Obradović Aleksandra

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## EXPERIENCE

### MOON MAGIC JEWELRY

February / 2020 - Present

[www.moonmagic.com](http://www.moonmagic.com)

#### *Senior Graphic Design Specialist and UX/UI Designer*

In charge for user interface, web design and implementation of graphic, layouts and design concepts in line with brand styleguide.

### CAN ADVERTISING / COMTRADE GROUP

April / 2014 - 2020

[www.comtrade.com](http://www.comtrade.com)

[www.can.rs](http://www.can.rs)

#### *Senior Graphic Design Specialist*

Developed, re-branded and worked on design projects for numerous brands and identities, including: Flor Gelato Italiano, Comtrade System Integration, Tesla, Code by Comtrade, 45<sup>th</sup> Parallel restaurant. G-Derm, Home Electronics, Click.

Managed and completed multiple projects under tight deadlines without compromising quality.

**Clients:** Microsoft, Cisco, Oracle, Dell EMC, HP, IBM, HYCU, Reckitt Benckiser / Mead Johnson, Athletics Federation of Serbia.

### NACRT STUDIO

July / 2010 - 2014

#### *Graphic Design Specialist / Founder*

Founder, business and creative director of Nacrt design studio, in charge of the development and implementation of graphic and design concepts.

Provided consulting services to recommend the most appropriate design options to clients based on their overall business and marketing goals.

**Clients:** AK Kompresor, VarMont, Sparta Pragma, Vega furniture, Base London Adria, Shia Teichman Creative Agency.

## PROFILE

**Skilled professional** with 15+ years of experience in the management of the complete design process, from conceptualization to delivery. Extensive experience in web / print design and pre-press.

**Exceptional** collaborative and interpersonal skills; well-developed written and verbal communication abilities; dynamic team player.

Able to stretch the boundaries of storytelling and presentation to help my client's brands stand out.

## EDUCATION

### FACULTY OF APPLIED ARTS /

September / 2003 - 2009

#### *University of Arts in Belgrade*

Master of Applied Arts / May 2009

Bachelors of Applied Arts / June 2007

## PORTFOLIO

[alexandras.myportfolio.com](http://alexandras.myportfolio.com)