

Stefan Milovic

Miami, FL

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Professional Summary

Results-driven Lead Graphic Designer with a decade of experience in public advertising. Proven success in creating visually compelling designs, logos, and promotional materials. Proficient in Adobe Creative Suite, traditional art techniques, and motion graphics. Seeking Graphic Designer and Web Designer roles in Web3 to showcase expertise in conceptualizing, visualizing, and executing high-quality projects. Authorized to work in the US for any employer.

Willing to relocate: Anywhere

Work Experience

Senior Graphic Designer

HealthMerch-Miami, FL

January 2024 to Present

- Developed innovative and visually appealing designs for print materials, including brochures, flyers, and posters
- Utilized industry-standard software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) to create high-quality designs
- Implemented brand guidelines across all design projects to maintain consistency in visual identity
- Collaborated with clients to understand their design requirements and deliver creative solutions that met their objectives
- Managed multiple projects simultaneously, ensuring timely completion within budget constraints
- Stayed up-to-date with current design trends and techniques to continuously improve skills and bring fresh ideas to the table
- Presented design concepts to clients or stakeholders effectively communicating the rationale behind each decision made
- Provided guidance and mentorship to junior designers on best practices for layout composition, color theory, typography etc

Lead Graphic Designer

Public Advertising Agency-Temecula, CA

December 2021 to January 2024

- Developed creative designs from conceptualization to production, resulting in a 37% increase in website visits, 40% CTR boost, and a 50% overall sales increase.
- Initiated and coordinated design projects with cross-functional teams, utilizing a user-centered approach and best design practices.
- Created and maintained a library of templates for traditional and online media, optimizing design execution for each medium.
- Utilized Adobe Creative Cloud, Figma, Procreate, and other software to produce high-quality graphics and websites for optimal customer experiences.

Freelance Architectural and Graphic Designer

Self Employed Contractor-Remote

January 2014 to December 2022

- Designed logos, brochures, website graphics, and advertisements, meeting deadlines and budget expectations.
- Developed detailed presentations and 3-dimensional renderings, resulting in a 70% increase in customer satisfaction and a 90% sales conversion rate.
- Implemented quality control protocols for scale, proportion, and composition in all projects.
- Utilized Adobe Creative Suite for original artwork creation.

Graphic Designer and Production Artist

One&Only Resorts-Portonovi, Montenegro

May 2021 to January 2022

- Utilized Adobe Creative Suite to develop logo designs, website graphics, flyers, brochures, banners, and other marketing materials, increasing online visibility by 50%.
- Conceptualized, designed, and produced print and digital marketing campaigns exceeding key performance indicators by 40%.

Architecture Intern

Archi Pro Omega-Bar

January 2021 to June 2021

- Utilized CAD software to produce detailed drawings, calculated structural stability, and cost of proposed designs.
- Constructed 3D virtual models, saving up to 40% on material expenses.
- Assisted with renovations, mergers, acquisitions, and new developments, resulting in a 10% revenue increase.

Architecture Content Writing Professional

Gradnja.rs-Noví Sad

July 2020 to January 2021

- Developed and authored technical content on architecture to educate readers on recent technologies, improved readability by 32%, and achieved a 95% accuracy rating in content delivered.
- Constructed targeted content by conducting research to assess customer needs, identified from keyword and analytics research, to generate nearly 70 blog posts to drive organic ranking.
- Utilized SEO best practices to ensure content optimized for high ranking on SERPs which increased website visits from online searches by 55%.

Content Writer/Editor

NicheStack-Prague, Hlavní město Praha

June 2019 to January 2021

- Devised effective SEO strategies to produce high-quality content, resulting in a 30% increase in website traffic and a 15% increase in organic search engine rankings.
- Developed content to support digital marketing campaigns, and created compelling blogs, press releases, and case studies leading to a rise in lead generation by 25%.
- Edited, proofread, and updated previously written content to ensure accuracy, style, and conformity with brand guidelines.

Content Writer/Creator

Executive Digital-Miami, FL

December 2018 to July 2020

- Crafted SEO-friendly content, increased organic website traffic by 200% within 3 months and improved website ranking on Google by 20%.

- Developed, edited, and optimized blog content and corresponding meta descriptions, keywords, and tags to gain more visibility reach, and engagement with the target audience.
- Revised and updated existing content to suit editorial standards and boost website engagement.
- Utilized analytics tools to analyze website traffic and suggest revisions to increase overall website performance by up to 37%.

Education

Master's Degree in Digital Design and Fabrication

University of Novi Sad - Novi Sad

September 2019 to November 2020

Bachelor in Architecture

University of Novi Sad - Novi Sad

September 2014 to September 2019

Associate's Degree in Spatial Design

Riga Technical University - Riga, LV

January 2018 to December 2018

Skills

- Adobe InDesign
- Typography
- Video Editing
- Logo Design
- Adobe Premiere
- Social Media Management
- Adobe Photoshop
- Content Development
- Analytics
- Adobe Creative Suite
- Digital Marketing
- Graphic Design
- Video Production
- Keyword Research
- User Interface (UI)
- Color management
- Photography
- Adobe Dreamweaver
- Blogging
- Adobe Illustrator
- Layout Design
- Adobe Acrobat

- Copywriting
- CAD
- Web Design
- Branding
- Content Creation
- Presentation Skills
- Digital design
- Adobe After Effects
- Acquisitions
- Illustration
- WordPress
- Search Engine Optimization (SEO)

Languages

- Serbian - Fluent
- English - Fluent
- Russian - Intermediate
- Italian - Beginner
- German - Beginner

Links

<http://madaboutart.net>

<http://linkedin.com/in/arhitetka>

<http://8tfn.com>

Awards

Hermes Creative Awards

Campaign for SCOTUS Ketanji Brown Jackson

<https://stefanmilovic.vsble.me/home/96987646/>

American Advertising Awards

Amazon x Black Girls Rock Campaign

<https://stefanmilovic.vsble.me/home/96423087/>

Certifications and Licenses

Mizko UI Master Certification

August 2023 to Present

Google UX Certification

May 2023 to Present

CPR Certification

Driver's License