



# Katarina Perović.

**BRAND & WEB DESIGNER**

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## — ABOUT ME

I'm a multidisciplinary graphic designer specializing in Brand and Web Design. With a detail-oriented mindset and relentless passion, I am committed to helping companies manifest their full potential. Being a perfectionist, the final product I deliver always reflects my effort, commitment and unconditional professionalism.

## — QUALITIES

Perfectionist, determined, persistent, responsible, reliable, flexible, meticulous, open-minded, ambitious, dedicated to work, organized, able to learn fast

## — SPECIALITIES

Logo & Identity

Web Design

Brand Design

App Design

Print Design

Photo Editing

## — SKILLS

Adobe Photoshop

Figma

Adobe Illustrator

Visual Studio Code

Adobe InDesign

HTML

Adobe Premiere Pro

CSS

Adobe After Effects

JavaScript

## — ADDITIONAL

Driver's License: B

Languages: Serbian (native) / English (advanced)

Note: excellent computer and technology skills

## — EDUCATION

### ITS - Information Technology School

2016 – 2019

BACHELOR OF DIGITAL ARTS AND DESIGN

Belgrade, Serbia

Department: Computer multimedia

### Eighth Belgrade Grammar School

2012 – 2016

ASSOCIATE OF GENERAL STUDIES

Belgrade, Serbia

Department: Socio-lingual sciences

## — EXPERIENCE

### 99designs

2019 – 2020

FREELANCE GRAPHIC DESIGNER

Work included mainly logo designs based on the given brief. My approach in designing a logo was based on solving a problem and involved gathering all necessary information, research, defining a target market, coming up with a few ideas, sketching, and finally, execution. With the logo finalized, all requested files were prepared and delivered.

### Comtrade System Integration

2019 – 2019

GRAPHIC DESIGN INTERN

Belgrade, Serbia

In the *Online Brand Development* internship, the experience applied to the process of redesigning visual elements of the brand 'Tesla' and included a logo, visual identity, stationery, packaging, advertising material, and website redesign. The final work consisted of a PDF document with the elaboration of the idea (stylescape) where the previously mentioned elements were presented and combined. Due to personal needs, the project was further developed a year later.

### Freelancer.com

2017 – 2018

FREELANCE GRAPHIC DESIGNER

The freelance job consisted of professional photo retouching and the creation of posters, banners, advertising material, visual elements, and logos. Cooperation with clients reflected in excellent communication skills, constant availability due to potential revisions, flexibility, and punctuality.