

Nikola Jovanovic

Resume of
Nikola Jovanovic

I'm Nikola a motion and graphic designer based in Serbia.
I'm currently growing the brand at Greenstate AG.

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Graphic Designer

GreenState AG

Nov 2024 - Present

- Designed visuals, ads and campaign assets in close collaboration with the Team Lead and Head of Marketing.
- Led the redesign of the GreenState website. From structure and UX/UI layout to visual identity and full design direction.
- Led the creation of the ClickMind logo and brand identity.
- Produced presentations, reports and internal documentation on a daily basis for both GreenState and tenants.
- Created monthly campaign, social media visuals, ad formats, newsletter layouts and landing page graphics.
- Designed print and digital manuals (including product guides, print-ready files and online versions).
- Contributed to campaign ideation, storytelling and visual direction together with the marketing and content teams.



Graphic Designer

Diratech - Part time

Jun 2025 - Present

- Led the full rebranding of Diratech - redesigned the visual identity, logo system, typography and brand guidelines
- Redesigned the company website - from layout and structure to UI elements and updated brand visuals.
- Edited about us video for Diratech website.
- Currently collaborating with the marketing team to design social media content.



Graphic Designer

Freelance

Mar 2024 - Present

- Designed Amazon ads for Caffeine Bullet and NutriFuel
- Developed packaging designs for products, including dielines, mockups, print-ready files and 3D visualizations.
- Created 3D product visualizations for product advertisements, static renders, and animated product showcases.



Intern

Hunch

Dec 2023 - Mar 2024



Graphic Designer

Growww Marketing

Feb 2023 - Sep 2023

Tools: Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, Figma, Affinity Designer, Firefly, MidJourney, Freepik AI, Blender

Where to next?

Portfolio

Last update
Nov 2025