

Nikola Jovanovic

Resume of
Nikola Jovanovic

I'm a brand and motion designer based in Serbia, currently
available for freelance and full-time opportunities.

nikola3443@gmail.com



Brand Designer

Hunch Ads

Feb 2026 - Present

- Designed and maintained visual assets across the Hunch website, ensuring consistency with the overall brand direction
- Developed a new format for the Master Marketer interview series, including layout and motion graphics.
- Created and updated sales pitch deck presentations used in client-facing meetings
- Designed new Google ad creatives as part of ongoing campaign work
- Redesigned one-pagers and whitepapers for clarity, consistency, and visual quality
- Led the design direction for the Head of Marketing's LinkedIn profile, contributing to a post that reached 50,000+ impressions with 1,200 likes and 60 comments.



Graphic & Brand Designer

GreenState AG

Nov 2024 - Feb 2026

- 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
- Designed 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)



Brand & Motion Designer

Freelance

Feb 2023 - Present

- Rebranded Diratech from the ground up: visual identity, logo system, typography, and brand guidelines
- Redesigned the Diratech website from layout and structure to UI elements and updated brand visuals
- Designed Amazon ads and packaging for Caffeine Bullet and NutriFuel, including dielines, mockups, and print-ready files
- Maintained a 100% Job Success Score on Upwork



Graphic Designer

Growwww Marketing

Feb 2023 - Sep 2023

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

Where to next?

Portfolio

Last update
May 2026