



SANJA STARCEVIC
Graphic Designer | Art director | Illustrator

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WORK EXPERIENCE:	
February 2017 - present	Senior Lead In-house designer eBay GmbH for Feed creative agency, Berlin, Germany
	As a Senior digital designer I manage a team of two designers working in-house for a client (eBay GmbH, Germany) and create on-site and direct marketing material across multiple formats and placements. Day to day responsibilities: working on a brief from start to finish, managing projects and my team, development of digital advertising materials, image sourcing, creating on-site marketing banners from scratch, creating landpages and newsletters, using Feed tools to create image mapped HTMLs, searching latest design trends, close teamwork with marketing managers, account managers and copywriters.
2009 - present	Self employed sanja-star.com
	Art direction Graphic design Visual art & illustration Branding, design and prepress, packaging/label design, illustration, lettering, offline & online marketing materials - working for EU countries, USA, New Zealand, Australia. From 2015 self employed in Germany.
Januar 2018 - present	Freelance Art Director j.jackman, Berlin, Germany
	- create brand concept and voice for a fashion brand j.jackman - working on designs to produce an effective advertising campaign - managing projects and working within a budget - collaboration with fashion designers, copywriters, photographers, models etc. - editing the final results for presentation to the client www.jjackman.com - Timelessly sophisticated womenswear made fairly in Germany.
September 2016 - December 2016	Freelancer DaWanda GmbH, Berlin, Germany
	- landing pages creation
02.01.2010. - 31.10.2014.	Head of Design Lotusmedia Inc. Marketing agency, Croatia
	As the Head of design I am responsible for managing projects, executing and designing a variety of graphic pieces and coordinating with outside vendors. I work daily on a high level of design for all aspects of print as well as online assets. Working close with marketing managers on projects from start to finish. I am responsible for multi-tasking projects from conception to completion. I possess a strong balance of creative design and met deadlines effectively. Responsible for layout and design of marketing materials, created graphics and charts, production and pre-press in a fast-paced advertising agency. Assistent in organisation of cultural events like book promotions, concerts and exhibitions.
01.09.2008. - 01.09.2009.	Art teacher Elementary school, Croatia
	- presentation of visual culture, learning artistic techniques
6 month Internship	Graphic designer Vecernji list Plc., Croatia
	- layout for National daily newspapers
6 months	Exhibition sets associate City museum Vinkovci, Croatia

EDUCATION:	London College of Fashion, University of the Arts London
	- Fashion and sustainability: understanding luxury fashion in a changing world
	University of Zagreb - Faculty of Graphic Arts, Croatia
	- Master's degree - graphic design and print technology
	University of Osijek - Faculty of Humanities and Social Sciences, Croatia
	- art pedagogy
	Edunova - School of Informatics and Management, Croatia
	- web design
	Gymnasium Vinkovci, Croatia
WORKSHOPS ATTENDANCE:	Teamwork, Communication skills, Sales skills, Delegating, Leadership, Project Development, Time management, Who are our customers and what they want?, Motivation to Success, Illustration, Photography, Act drawing, Manual black and white photo imaging, Google Tools, Branding, Fashion illustration, etc,...
SKILLS:	<ul style="list-style-type: none"> - Adobe Photoshop, Illustrator, InDesign - Computer skills (MAC or PC) - MS Office - Internet marketing - Google AdWords, Google Analytics - Illustration, mix media and lettering - Branding - Wordpress - Workflow and people management - Organization of various cultural and educational events (workshops, conferences, concerts, exhibitions ..) - Car driving licence
EXHIBITIONS:	2015. Juried exhibition - Woman worker - Association Creative Krk, Croatia
	2015. Juried exhibition - 1000th Postal Stamp - Croatian Post Inc., Croatia
	2015. Group exhibition - Concurso Internacional Francisco Mantecón, Spain
AUTHOR'S PORTFOLIO:	www.sanja-star.com
PASSIONATE ABOUT:	design, fashion, art, woman empowerment, good food, dancing & music, yoga & wellbeing
	/ Freelancer - Berlin, Germany (Tax-Nr.: 1132 / 542 / 00898)
	/ Languages: Croatian, English, German
	/ Member of organizations: HDD - Croatian Design Society

