

Graphic Designer & Content Creator

Merjem Duraković

Summary

After completing Secondary School of Civil Engineering in Bugojno, I moved to Sarajevo in 2023 and enrolled at the Academy of Fine Arts. I graduated in 2023 with a degree in "Bachelor of Fine Arts – Art Education." I am 26 years old with professional experience as a 3D artist, graphic designer, and mentor. Working across these interconnected fields has allowed me to develop strong skills in independent and team-based work, consistently delivering tasks on time, and gaining valuable experience in effective communication with people.

WORK EXPERIENCE

Freelance

Graphic & Web Designer

Dec 2025 - Present

I manage and oversee multiple brands, planning and executing advertising campaigns. I create visual and digital content for social media and web platforms, design graphics for print and digital media, and provide mentorship in design and digital marketing.

Aktuelno Design

Aug 2024 - Present

At this agency, my role involves creating advertisements and visual content for social media platforms like Instagram, Facebook, TikTok, and others. I use tools such as Adobe Photoshop, Illustrator, InDesign, Adobe XD, and Figma to design a variety of printed materials for clients, including brochures, catalogs, trifold flyers, business cards, banners, flags, and apparel prints.

I produce short video content, mainly Reels, using software like Adobe Premiere Pro, CapCut, and Canva. Additionally, I incorporate AI tools such as ChatGPT and Gemini to generate and refine text, including blog articles, while using Canva AI and Freepik for image creation and editing. This approach helps streamline the creative workflow without sacrificing quality.

I collaborate with the team on developing brand identities by contributing to color schemes, typography choices, and the overall visual style. I also create and update website content, upload products, and manage small online shops using WordPress. My tasks include editing images, adding links, and occasionally adjusting fixed content with basic HTML and custom fields to meet specific needs.

Gate 21

Nov 2023 - Sep 2024

Specialized in the technical facets of 3D modeling, including creating clean topology, converting models to low-poly versions, and detailed modeling of specific components within complex assets. Utilized Photoshop for retouching models and adjusting exposure levels. Played a key role in ensuring all models were fully optimized and production-ready.

Škola crtanja i slikanja - Atelier Fly

Mentor

Nov 2022 - Dec 2023

Mentor za djecu, osmišljavanje kreativnih tema i časova, individualni pristup učenicima i podrška u razvoju kreativnih vještina, usmjeravanje u likovnom stvaralaštvu, poticanje mašteta i izražavanja kroz različite likovne tehnike, organizacija kreativnih radionica, te motiviranje djece na samostalno istraživanje i eksperimentiranje s umjetničkim materijalima.

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Education

High School Diploma
Civil Engineering Tech

BFA, Academy of Fine Arts
Sarajevo – Art Education

Skills

Branding & Identity

Logo Design

Print & Digital Design

Typography

Social media content

Collaboration & Teamwork

Basic UX/UI Understanding

Video Content Creation

CMS Management (WordPress)

AI Tools for Text & Image Optimization

Professional communication skills

Software

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe XD

Adobe Premiere Pro

Canva

CapCut

WordPress

Adobe After Effects – Basic

Google Workspace

Languages

Bosnian – native

English – Intermediate

Online Presence

 merjemdurakovic.com