

Graphic Designer & Content Creator

Merjem Duraković



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Summary

Graphic designer, self-initiated. I hold a Bachelor's degree from the Academy of Fine Arts, graduating from the Teaching Department in 2023. During my studies, I was exposed to many elements that significantly contribute to the development of my design skills, such as color theory, composition, and typography.

While studying, I also worked as a freelancer, focusing primarily on creating content for social media and photo retouching. Currently, I am employed at an agency where I have expanded this scope and gained extensive experience in producing content for social media platforms like Instagram, TikTok, and Facebook. I am also involved in copywriting and collaborate closely with the marketing team.

I work on printed promotional materials such as brochures, flyers, leaflets, and banners. I have also had the opportunity to participate in brand development from the very beginning, including color selection, typography, logo design, and other visual elements, as well as creating brand guidelines.

Work experience

● 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.

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

Basic HTML

Software

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe XD

Adobe Premiere Pro

Canva

CapCut

WordPress

Figma

Languages

Bosnian – native

English – Intermediate

Online Presence



merjemdurakovic.com