



Ivana Radić Perrichon UI Artist Graphic Designer

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PORTFOLIO UI ARTIST

CPR number

PORFOLIO GRAPHIC DESIGN

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Profile summary

With over 12 years of experience as a Graphic Designer and UI Artist, I bring a wealth of expertise in producing visually appealing designs across diverse industries. My extensive background spans from creating game assets to designing promotional materials, with a proven track record in both digital and print media. I have honed my skills working with renowned companies such as Leo Burnett, Frontmen Studio, and Molson Coors. I am adept at art direction, managing design projects, and leading creative teams to develop innovative, thematic graphics. My proficiency in Adobe Creative Cloud, branding strategy, and print production ensures that I can effectively translate ideas into engaging, high-quality visual outputs.

Work Experience

2023-2024 - GAMUCATEX, Copenhagen, Denmark(Volunteer) Lead User Interface Designer

- Directed the creation of interface assets for the game *Tectonicus: On the Edge of War*.
- Developed wireframes illustrating digital interface layouts and functionalities.
- Collaborated with game designers, artists, and developers to align UI solutions with creative visions.
- Iterated designs based on stakeholder feedback and usability testing.
- Art Direction for Graphic design projects, providing constructive feedback and guidance from sketch to final design.
- Managed multiple design projects, ensuring adherence to project deadlines and quality standards.

2022-Present – VELIKA STVAR, Belgrade, Serbia (Remote)

Senior Graphic and UI/UX Designer: Visual Style Lead

- Defined and implemented a cohesive visual style and branding strategy.
- Developed innovative designs for various advertising and marketing materials.
- Managed and directed artwork from concept to final output, ensuring alignment with the brand vision.
- Collaborated with the team to design thematic graphics, iconography, and layouts for marketing materials and product packaging.

2017-Present – Freelance, Paris, France

UI Artist / Graphic Designer / Illustrator

- Created game assets for Food Fight Online (Inbloom Games).
- Designed custom avatar illustrations for web applications (Fried TV).
- Developed illustrations for custom design teams (Bonfire).
- Handled multiple projects simultaneously, maintaining organized workflows and meeting client deadlines.
- Produced engaging graphics for social media and marketing campaigns.

2015-2017 - FRONTMEN STUDIO, Belgrade, Serbia

Graphic Designer and Illustrator

- Designed user interfaces and visual aspects for online slot games and mobile applications.
- Created logos and illustrations for slot games.
- Developed promotional support materials.
- Maintained a library of component templates, ensuring consistency and ease of use across projects.

2013-2014 - SOFTMETRIX, Belgrade, Serbia

Graphic Designer

- Designed visual identities and UI for websites and mobile applications.
- Created promotional support materials.
- Managed design projects from concept to print, ensuring high-quality production and adherence to deadlines.
- Developed intuitive and clear graphic elements to represent ideas and concepts effectively.

2011-2013 - LEO BURNETT, Belgrade, Serbia

Graphic Designer

- Developed marketing materials for regional campaigns, including for BECK's beer and JELEN beer.
- Part of design team who created cohesive visual campaigns and promotional materials.
- Ensured all designs were ready for print, adhering to print production specifications.

Education 2021 - 2022 – OpenClassrooms / Bac +3/4

Application developer – JavaScript React/ Frontend

2017 – Belgrade Polytechnics / Bac +3 Graphic design

Technical skills

Adobe ILLUSTRATOR

Adobe PHOTOSHOP

Adobe INDESIGN

Figma

HTML/CSS

JavaScript

React

Soft skills

Organized

Creative

Teamwork

Languages

Danish (Beginner)

English (Bilingual)

French (Bilingual)

Serbian (Mother tongue)

Interests

I am passionate about good design and love playing visually appealing games. Some of my favorite games include Clash Royale and Two Dots. Additionally, I have a keen interest in traveling, which broadens my cultural perspective and influences my artistic vision.