

PERSONAL INFORMATION



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Portfolio: www.aleksandardimovski.com/#portfolio

I'm a Senior Designer and Art Director specialized in visual design, user experience (UX), user interface (UI), and branding. I have a sleek and modern design approach and my expertise in a multitude of mediums is compositional. My perception is that design is not simply beautification but an intelligent solution to understanding and expressing concepts and interactions. My family is my engine and we love the long walks in the woods and flying handmade kites in the fields.

SUMMARY

Branding: I help companies deliver a message to customers by building a strong and recognizable brand identity, starting from the logo, stationery corporate identity, websites, various e-mail templates, social media presence and marketing as well as ATL and BTL marketing campaigns.

Web design and development: My process of designing starts with an interview and taking notes from the client, drawing some basic wireframes, and positioning the key object on the website, with client flow in mind. Later the designs from ideas/sketches on paper, thru wireframing in Illustrator or Figma I transform them into a beautiful website - taking care of acquiring and product integration, including multiple aspects of branding (design, usability, and function) - driven by my favourite CMS WordPress, allowing users to focus on the task and not the tool.

Story Telling: What I love the most is telling stories about products and services, and later converting them into a marketing campaign. I am so proud of many marketing campaigns in the period when I was a part of the Skopje City Mall marketing team, and especially when I was working for various clients in Cyber38.

WORK EXPERIENCE

Date:	06/2022 - current
Company:	Renew Service Fastighetsförvaltning , Upplands-Väsby, Stockholm County, Sweden
Role:	IT Manager Security Specialist Responsible for supervising and maintaining all computer systems on-site and remotely. Ensure that these services run smoothly by monitoring their efficiency as well as security measures taken against any vulnerabilities in software programs used on a day-to-day basis, ensuring secure operation throughout every department.
Date:	09/2019–06/2022
Company:	CYBER38 Digital Marketing Agency , Kumanovo, N. Macedonia
Role:	Graphic Designer Website Designer Website Developer WordPress Website design and development of corporate, e-commerce and multi-vendor e-commerce websites. Designing original pieces for ATL, BTL and social media and reviewing junior designers' work to ensure high quality. Constantly monitoring the Facebook/Instagram algorithms & changing layouts and design styles for better reach & better conversion. Setting up AdSense, MGID, Revcontent, ContedAd ads on news agencies' websites in the US. Tweaking websites for better SEO score (onsite and offsite SEO)
Date:	04/2017–09/2019
Company:	ULTIMATE MARKETING Digital Marketing Agency , Kumanovo, N. Macedonia
Role:	Graphic Designer Website Designer Website Developer Social Media Growth Manager Web design and development of more than 600 WordPress websites that were networked and driven traffic to the main company websites. Setting up servers and managing them via WHM & cPanel and adding them more secure, stable and uptime via Cloudflare. Designing custom feature images and custom Pinterest images for each article published. I was managing more than 20 Jarvee accounts with more than 1000 social media accounts that were set up to act like humans and brought visitors - sales, likes and shares to the main company websites, and social media accounts.
Date:	04/2012–04/2017
Company:	BALFIN MK - Skopje City Mall Shopping Center , Skopje, N. Macedonia
Role:	Graphic & Web Designer Marketing Coordinator Brand development of Skopje City Mall. Branding of Skopje City Mall interior & exterior. Website design & development of the shopping centres website, newsletters, etc. Marketing campaign development, and design of BTL, ATL and in-house promo materials. Website and social media traffic growth, website UI & UX, SEO optimization of the website. Design of promo materials for attracting new tenants.

Date: 03/2016–present
Association: NaturKultur e.V. | Youth Association, Bremen, Germany
Role: **Volunteer: Web Designer | Web Developer | Webmaster**
 I'm their webmaster and IT administrator, taking care of the dedicated server where they host their websites for NaturKultur, Train the trainers – It's up to me, KulturHaus and the Trainers Library. I have designed and developed the Trainers Library website – the largest library for trainers.

Date: 11/2011–04/2012
Company: Fashion Group | Retail Chain, Skopje, N. Macedonia
Role: **Graphic Designer | Marketing Coordinator**
 Graphic Designer of all local campaigns of the world-known fashion brands: Bata, Bitsiani, Hugo Boss, Celio, Fashion&Friends, Geox, Golden Point, Mango, Parfois, Okaidi, Springfield, Timberland, Women's'ecret, Guess. As a part of the Marketing team, I was developing new marketing strategies for each brand on the country level. As a marketing coordinator was working with print shops, radio and TV stations, and marketing agencies.

Date: 10/2009–11/2011
Company: UK Design Services, London, United Kingdom
Role: **Graphic Designer | Concept Developer**
 As a part of the creative product development team, I was doing a lot of brainstorming and conceptualizing new ideas for the marketing purpose of new products for the company's client SONY for the UK market. Was working closely with advanced teams to identify possible emerging media for use in new marketing concepts.

Date: 02/2009–10/2010
Organization: Civil Society Research Center | Non-Government Organization, Skopje, N. Macedonia
Role: **Volunteer: Graphic Designer | Website Designer | Website Developer**
 Rebranding the NGO (corporate identity and various stationery materials), Design, development and maintenance of the NGOs website. Project assistant on the project financed by the EU, targeting socially vulnerable citizens from the Romani ethnic group in the Republic of N. Macedonia.

Date: 05/2009–03/2010
Company: PXD SYSTEM | Marketing Agency, Skopje, N. Macedonia
Role: **Graphic Designer | Web Designer | Project Manager**
 Developing and managing the business integration project "Macedonian BRANDS" for the inclusion of domestic and foreign business in one marketplace. Brand development, designing BTL & ATL promotion campaigns, and website design.

Date: 02/2008–10/2009
Organization: Roma Community Center DROM | Non-Government Organization, Kumanovo N. Macedonia
Role: **Volunteer: Graphic Designer | Website Designer | Website Developer**
 Rebranding NGO (corporate identity and various stationery materials), Design, development, and maintenance of the NGOs website. Project assistant on the project for strategic partnership between the NGO and the EU funds for local cultural development and promotion of the Romani ethnic group in the Republic of N. Macedonia.

Date: 02/2008–10/2009
Company: MARIDA | Print Shop, Kumanovo, N. Macedonia
Role: **Graphic Designer**
 Graphic Designer and Prepress designer of various materials for large clients (National Bank of Macedonia, Government of Macedonia) for digital and offset printing.

Date: 07/2003–02/2008
Company: Freelancing in Kumanovo, N. Macedonia
Role: **Graphic Designer**
 Designing marketing materials for local businesses in Kumanovo. Building connections and business partnerships.

COMMUNICATIONAL SKILLS:

Communicational skills: Excellent written and verbal communication skills. Empathic listener, cognitive and articulate speaker. Writing creative or factual. Excellent presentation (public/closed groups) skills.

ORGANIZATIONAL SKILLS:

A genuine desire to achieve, eagerness to learn, excel and evolve. Ability to grasp new ideas and integrate them into desired results. Happy to work as a part of the team but also individually. Calmly handling challenges, with clarity to prioritize and operate proactively in a fast-paced environment.

EDUCATION AND TRAINING

08/99 - 04/03 Faculty of Natural Science and Mathematics | Mathematics, Skopje, Skopje N. Macedonia
 09/20 – 09/21 Academy for Programming | SEAVUS Education and Development Center, Skopje N. Macedonia

LANGUAGES	English, Bulgarian, Serbian, Macedonian
REFERENCE LIST	Available upon request
TESTIMONIALS	Available upon request