ALEKSANDAR TRIMCHEVSKI

Personal Info

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Portfolio

thewebstoryteller.com

Graphic and Web designer, seeking to use more than 2 decades experience. To see part of my work, visit thewebstoryteller.com. For more information, feel free to contact me.

Experience

Freelance designer and developer, Skopje - 2009 - 2023

Using my vast experience to create diverse projects including graphic and web design; web development; game development; motion graphics; performance monitoring and follow-up activities…

Key Accomplishment:

Communicating and collaborating with creative professionals, project managers, and other stakeholders on more than 200 projects for domestic and international clients. Driven by passion and genuine intent to provide the best customer service with integrity and honesty:

Graphic and web designs:
Боиме со Бојан - web app development
sinteking.com.mk - custom WordPress theme
moedete.mk - Full creative suite
nabukva.mk - web app development
paroli.mk - Web development, Graphic design
sintek.com.mk - custom WordPress theme
magcommerce.com.mk - custom WordPress theme
tanjabalac.com - complete web solution
reflectivetranslation.com - complete web solution with database
mamka.mk - complete web solution
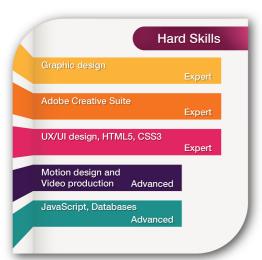thewebstoryteller.com - portfolio website

AMC Computers - monthly brochures and magazine ads
Deni Internacional - magazine ad's, photography, multimedia and web presentations
Euronetcom - Flyer designs
Prospera - newspaper ad's, billboards, branding
Maks kompjuteri - website design, billboards,
* full portfolio available upon request

Marketing Manager, Graphic and web designer - AMC Computers, Skopje - 1998-2017 (External Associate from 2009)

Management and implementation of all domestic and international marketing related activities (key partners: ASUS, Philips, Microsoft); brand identity for the Quart trademark; web and graphic design; prepress; leading and training the marketing team; products design; market research; business planning.

Soft Skills

Skill	Level
Creativity, Detail-Oriented	Expert
Analytics and Research, Project management	Expert
Work Ethic, Empathy and Curiosity	Expert
Problem-Solving, Collaboration	Expert
Communication	Advanced

Hard Skills

Skill	Level
Graphic design	Expert
Adobe Creative Suite	Expert
UX/UI design, HTML5, CSS3	Expert
Motion design and Video production	Advanced
JavaScript, Databases	Advanced

Key Accomplishment:

- Design of more than 60 marketing campaigns including newspaper, magazines & online ads, Flyers, Billboards, Flash presentations, Email marketing, Media Plan for Television and Radio, Public events, web presentations, branding AMC retail stores

- Front-end developer and UI/UX designer - Handled all coding, branding, composition, color, illustration and typography since 1999

- Launching a consumer electronics brand "QUART" and setting a long-term marketing strategy with actual sales exceeding the target by 60%.

- Participation in the establishment of the AMC Division, corporate branch office in Serbia

Expert guest - A1 Television, Skopje - 2004
Guest TV appearances in an IT educational program involving analysis of the latest software and hardware trends and answering viewer questions.

System and Network Administrator - LDcom, Skopje - 1995-1998
Maintenance of a small Local Area Network; computer assembly; IT equipment sales. Deployment of a medium-sized LAN

Intern, Digit Engineering Computers - Skopje - 1993-1995
Hardware Configuration Associate, Computer system assembly, Sales of IT equipment.

Skills
Graphic design, Illustration, Web development, UX/UI Design, Responsive web design, Interaction design, Product design, Illustration, Sketching, Wireframing, Storyboarding, User research, Rapid prototyping, Project management.

Programming
JavaScript, HTML5, CSS3, PHP, MySQL, NPM, webpack, Git, high-performance web apps, web (svg,css,js) animations, WordPress, Bootstrap.

Tools
Adobe Creative Cloud, VS Code, Google Web Designer, MacOS, Keynote, Figma, Google Workspace, Microsoft Office 365.

Education
Faculty of Electrical Engineering, University "Ss. Cyril and Methodius", Skopje - undergraduate - 1995-1997
"Mihajlo Pupin" Computer Technique and Automatic Processing, Skopje - High school graduate - 1991-1995

Other information:
- PASCAL Programming Certificate, 1995; Microsoft Vision conference (2003, 2004, 2005); Advanced leadership and management training in Pivara Skopje, 2005; 2nd place in NewMans startup weekend competition in 2011;

- interests: Photography, Road Cycling, Mountaineer, Video games, Chess