



Ivan Samardžiev Ivan Samardžiev

Biography

• One of my earliest memories is scrolling through car magazine pages. The intricate layouts, images and page designs fascinated me. As a teenager I taught myself to work in Adobe Photoshop. Later down the line that led me to an internship position in a local newspaper. During my time there, I was involved in the layout and design process for the front page as well as the spreads. Preparation for print was also something that I learned more about there as well as creating infographics. The creative environment when working with the writing team was something new to me. I learned the importance of teamwork and communication between teams in the newspaper. After that I decided to further my studies in this field. So I signed up to the Seavus Education Center's Academy for Graphic Design. Through my studies, I learned more about logo design, typography and color theory. Including how to create die-cut template for my own package. Once I completed my studies I applied for a job in a digital marketing agency named Vrootok. There I applied everything that I've learned so far, as well as learn quite a lot about the world of social media marketing and working on multiple client projects at once.

Education

Highschool

• Orce Nikolov, gymnasium

College

• FINKI, Computer Science

Academy

Seavus academy for Graphic Design

Work experience

• Author and co-creator of a lifestyle blog SnkrCity. Content writing and blog maintenance via Word Press CMS. Design for instagram posts and ads. Event organizing and hosting for a DIY sneaker customizatoion festival. Shooting, directing, writing videos for the YouTube channel.

• Internship at ASSECO SEE. Project Planning, workflow and pipelines. On-boarding procedures and introduction to C# and JavaScript.

• Internship at a local newspaper Nova Makedonija. Typography and photos for editorials, infographics for the front page as well as the centerfold. Pre press preparation and coordination with the rest of the graphics and photography teams. Uploading news articles on their website the day after the newspaper was sold.

• Graphic designer at Vrootok, digital marketing agency. Creating graphics for the blog posts as well printed designs for clients and inhouse use. Working remotely and from office with Stand-Up meetings daily as well as time managing and team delegation through toggl and Monday respectively.

• Graphic designer at Publicis One, marketing agency. Creating content for more traditional print oriented clients, while providing support and designs for digital mediums as well.

• Digital designer at SlobodenPecat, a news media outlet with focus on both web and print designs for articles, ifographics for analysis breakdown as well as posts for their social media namely instagram and facebook.

Contact

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