

# IVAN DUKOVSKI

Graphic designer



## About me

I'm Ivan Dukovski, a highly skilled graphic designer with over 7 years of experience in diverse industries, including marketing agencies, printing companies, and a handful of companies in various fields.

Proficient in Adobe Photoshop, Illustrator, and After Effects, I have solid experience in video editing, photo manipulation, logo design, branding, etc. Additionally, I'm well-versed in Adobe InDesign, Adobe XD, and WordPress, enabling me to create visually appealing designs for various mediums, from print to digital platforms.

As a bilingual individual fluent in English and Macedonian, I am able to effectively communicate and collaborate with clients and colleagues from diverse backgrounds. I'm known for my attention to detail, creative approach, and ability to exceed client expectations with exceptional designs.

I'm passionate about staying up-to-date with the latest design trends and continuously refining my skills to deliver top-notch work.

Looking forward to hearing with you!



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Mihail Chakov no. 1, 2-2, Skopje

## Work experience

### LEAD GRAPHIC DESIGNER

Diners Club Macedonia

2023

- Created and scheduled engaging social media posts on platforms like Instagram and Facebook.
- Developed marketing videos using Adobe After Effects with motion graphics and animations.
- Aligned visual designs with campaign objectives and brand identity, collaborating with the marketing team.
- Ensured brand consistency across digital and print materials, adhering to brand guidelines.
- Contributed creative input in brainstorming sessions for innovative marketing strategies.
- Improved user experience through user-centered website redesign.
- Designed effective landing pages to increase conversions.
- Collaborated with marketing, copywriting, and web development teams for seamless design integration.

### SENIOR GRAPHIC DESIGNER

Why Not Communications

2022 - 2023

- Led comprehensive branding initiatives for new clients, encompassing logo design, promotional materials, advertisements, videos, and social media content.
- Developed logos that effectively represented the client's brand identity and values.
- Created compelling promotional materials, including brochures, flyers, and banners, to support marketing campaigns and events.

- Developed engaging video advertising content for various platforms to effectively promote client products or services and captivate target audiences.
- Designed social media posts and graphics to enhance online presence and drive engagement.
- Ensured consistent brand representation across all design elements and maintained brand integrity throughout various marketing channels.
- Provided ongoing maintenance and updates to client branding materials to reflect evolving business needs and market trends.
- Collaborated closely with clients to understand their vision and requirements, translating them into visually appealing and impactful designs.

## **FREELANCE GRAPHIC DESIGNER**

### Freelance

2020 - 2022

- Worked on various projects, mostly graphics and illustrations for diverse clients.
- Developed brand identities and logo designs, effectively capturing each client's unique vision and values.
- Designed and executed marketing collateral, including brochures, flyers, and posters.
- Collaborated with web developers to design visually appealing and user-friendly website interfaces for multiple businesses.

## **GRAPHIC DESIGNER**

### Pickatale

2018 - 2020

- Collaborated closely with partners and publishing houses including Disney, Marvel, Star Wars, and Buster Nordic, ensuring seamless integration of their intellectual properties into visually appealing educational books.
- Contributed to all stages of project development, from brainstorming and concept creation to final production, to deliver high-quality visual content that aligned with educational objectives.
- Built files for both print and digital formats, ensuring technical accuracy and preparing designs for seamless production across various mediums.
- Created marketing posts for social media platforms, employing creative visuals and concise messaging to effectively promote the brand.
- Utilized a range of design software (Adobe Creative Suite), to develop visually compelling illustrations, layouts, and typography that enhanced the educational content and captivated young audiences.
- Collaborated with writers, editors, and illustrators to integrate text and visual elements seamlessly, ensuring a cohesive and engaging reading experience.
- Conducted thorough research on educational design trends and innovative storytelling techniques to bring fresh and engaging ideas to the design process.
- Adhered to brand guidelines and maintained consistency in visual style, ensuring that all designs aligned with the company's identity and reflected its commitment to educational excellence.

# PRINT AND GRAPHIC DESIGNER

Polyesterday

2017 - 2018

- Designed and prepared printing materials using CorelDRAW and Adobe Illustrator.
- Created a variety of commercial and promotional materials.
- Designed innovative display stands for diverse brands and events.
- Collaborated with fellow designers, providing assistance in projects.

# GRAPHIC DESIGNER

MIF Design

2016 - 2017

- Utilized CorelDRAW and Adobe Illustrator to design and prepare printed materials.
- Produced a wide range of commercial and promotional content.
- Developed creative and unique display stands for different purposes.
- Engaged in collaborative efforts with other designers.

# EDUCATION

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## NETING SCHOOL

Certified WordPress Specialist, WordPress Design & Development

2023 - 2023

## SEMOS EDUCATION

Adobe Certified, Graphic Design

2017 - 2018

## VASIL ANTEVSKI DREN

Economic technician

2010 - 2014

# LANGUAGES

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- Macedonian
- English

# SKILLS AND ABILITIES

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- Adobe PhotoShop
- Adobe XD
- Web design
- Adobe Illustrator
- Microsoft Word
- Digital marketing
- Adobe InDesign
- Microsoft Excel
- WordPress
- Adobe After FX
- Powerpoint