

Kristjan Dekleva

kdklv.io
info@kdklv.io
instagram.com/kdklv

Education

**Faculty of Design,
University of Primorska**
BA Visual Communications
2012 – 2016

**Academy of Fine Art and Design,
University of Ljubljana**
MA Visual Communications, Graphic Design
2016 – 2020

Skills

- ✗ Motion Design
- ✗ Typeface design
- ✗ UI/Interactive design
- ✗ Data visualisation
- ✗ Creative coding
- ✗ Generative design
- ✗ Wireframing, Prototyping
- ✗ Interactive design
- ✗ Contextual research
- ✗ Visual identity systems

Toolbox

Visual	Motion
Illustrator	AfterEffects
Photoshop	Cavalry
InDesign	Apple Motion
Gyphs	DaVinci Resolve
Blender	
Interactive	UI/UX
TouchDesigner	Figma
Cables.gl	Basic HTML+CSS
Runway.ml	Webflow
P5.js	Framer

Experience

Rokus Klett Publishing
Junior designer
2014

**The Student Organisation of the
University of Ljubljana**
Inhouse graphic designer
2015–2016

Roche Pharmaceuticals Slovenija
Annual report + Motion Graphics
2017

Outfit7 PKP internship
Machine Learning Data Visualization
2017

Kersnikova institute
Web UI/UX + Type Design
2017

StellarBeat Music Festival
Visual Identity + Motion Graphics
2018–2019

Aksioma – Institute for Contemporary Art
Visual Identity for a Conference
2018

Veterinary Faculty University of Ljubljana
Visuals + Exhibition Design
2018

Cankar Centre
Art Direction + Exhibition Design
2018

Tiporenesansa PKP internship
Woodtype Typeface Design
2018

Academy of Music University of Ljubljana
Visual Identity + Print Design
2017–2018

Studio 507
Graphic Design + Specialty printing
2018–2019

WCKD Nation
Visual identity + Motion design
2020–2021

Piet Zwart Institute
Visual identity + Exhibition design
2021

NetVare
Visual identity + Album covers
2021–2022

Festival Libertas - Nimas Izbiro
Social media + Event Visuals
2022

KRISTJAN DEKLEVA

MAG. OBL. VIZ. KOM.

PORTFOLIO

THE IN-BETWEEN : EXHIBITION VISUAL IDENTITY

CONTEXT

The Master Interior Architecture: Research + Design at Piet Zwart Institute organized The In-Between, an exhibition of the final projects by the 2021 graduates.

The exhibition elucidates the depth of interdisciplinary practices within this year's MIARD MA candidates who present 11 installations that pose questions about the temporal quality of space and its reverberations in memory, document, and physical trace. Emerging from a year of uncertainty and instability, the exhibition digs into the fallibility of our environments as records of collective biases and morals while contending with the material realities heralded by a new decade of the 21st century. Employing an arsenal of material experimentation, site-specific performances, spatial design, critical research, and the document as form, the graduates have produced ambitious works that take on the complex legacies of environmental change, exploitative economies, and the politics of the body.

SOLUTION

Exhibition displayed installations that were diverse in every aspect imaginable, that's why we ended up settling on a more abstract idea of morphing transparent spheres that circle around a common center. Because of the nature of the exhibition, most of the material was digital, made for social media, emails, and online publications.

DELIVERABLES

Style guide
Flyer design
Digital banners designs
Social media assets

DISCIPLINES

Art Direction
Visual Identity Design
Layout Design
3D Modeling + Rendering



ACADEMY OF MUSIC OF THE UNIVERSITY OF LJUBLJANA

CONTEXT

Academy of Music of the University of Ljubljana (Slovene: Akademija za glasbo Univerze) is the main junior conservatory in Slovenia. The school has its origin in the Music School of the Slovene Philharmonic Society (founded 1821) which became the basis of the Ljubljana Conservatory in 1919, and then the Ljubljana Academy of Music in 1939. The secondary programme became an independent institution as the Ljubljana Music and Ballet Conservatory in 1953.

SOLUTION

Academy of Music of the University of Ljubljana approached us to develop visual identity and design most of the printed material for concert season. We were given very little in terms of creative demands and spent quite some time coming up with a fitting concept. In the end, we decided to showcase instruments from the symphonic orchestra mimicking different expressionist dance moves on colorful backgrounds bent in different shapes.

DELIVERABLES

Style guide
Booklet designs
Poster designs
Flyer designs
Digital banners designs

DISCIPLINES

Art Direction
Visual Identity Design
3D Modeling + Rendering
Layout Design
Print Production



ACADEMY OF MUSIC OF THE UNIVERSITY OF LJUBLJANA

CONTEXT

Academy of Music of the University of Ljubljana (Slovene: Akademija za glasbo Univerze) is the main junior conservatory in Slovenia. The school has its origin in the Music School of the Slovene Philharmonic Society (founded 1821) which became the basis of the Ljubljana Conservatory in 1919, and then the Ljubljana Academy of Music in 1939. The secondary programme became an independent institution as the Ljubljana Music and Ballet Conservatory in 1953.

SOLUTION

Academy of Music of the University of Ljubljana approached us to develop visual identity and design most of the printed material for concert season. We were given very little in terms of creative demands and spent quite some time coming up with a fitting concept. In the end, we decided to showcase instruments from the symphonic orchestra mimicking different expressionist dance moves on colorful backgrounds bent in different shapes.

DELIVERABLES

Style guide
Booklet designs
Poster designs
Flyer designs
Digital banners designs

DISCIPLINES

Art Direction
Visual Identity Design
3D Modeling + Rendering
Layout Design
Print Production



KERSNIKOVA ART INSTITUTE WEBSITE

CONTEXT

Kersnikova Institute is a non-profit and non-governmental cultural organization, which serves as an institutional frame for three progressive venues: Kapelica Gallery, a world-renowned platform for contemporary investigative arts, and the hackerspace Rampa, where relations between society, science, technology, and art are being reconsidered, and the inspirational laboratory laboratory BioTehna, which focuses on the artistic research of living systems.

SOLUTION

The design of the website reflects the interconnectivity of different arts and fields of research, the diversity of people with different backgrounds, and unconventional approaches. The main elements of the design are typographic elements where the content of the website expands in a graph-based network of nodes that smoothly transitions between different parts of the website. We also designed a custom font, but it ended up not being used.

DELIVERABLES

Wireframes
Style guide
Interface design
High-Fidelity prototypes
UI Animation mockups

DISCIPLINES

UX Research
Wireframing
UI/UX Design
Motion Design
Typeface Design

VISIT

<https://kersnikova.org/>



The image displays a central laptop screen showing the homepage of the Kersnikova website. The logo 'Kersnikova.' is at the center, with lines radiating to various menu items: 'Rampa', 'BioTehna', 'Novice', 'Events', 'About us', and 'Kapelica'. To the right is a smartphone showing a 'Novice' page featuring a grid of images and a portrait of Adriana Kroun. Below the laptop are two more smartphones. The left one shows a 'Novice' page for 'ŠPELA PETRIČ: Jaz, fikus.', and the right one shows an 'Events' page listing various exhibitions and performances. All screens feature a red 'BACK' button in the top right corner.

STELLARBEAT MUSIC FESTIVAL VISUAL IDENTITY

CONTEXT

Stellarbeat is Slovenian electronic dance music festival held at Lake Rogoza, since 2019. Theme of the festival was inspired by space and intergalactic travel. There were two stages: Stellar Stage which held performances of main artists, and Undetected stage, reserved for darker underground sounds of the electronic music.

SOLUTION

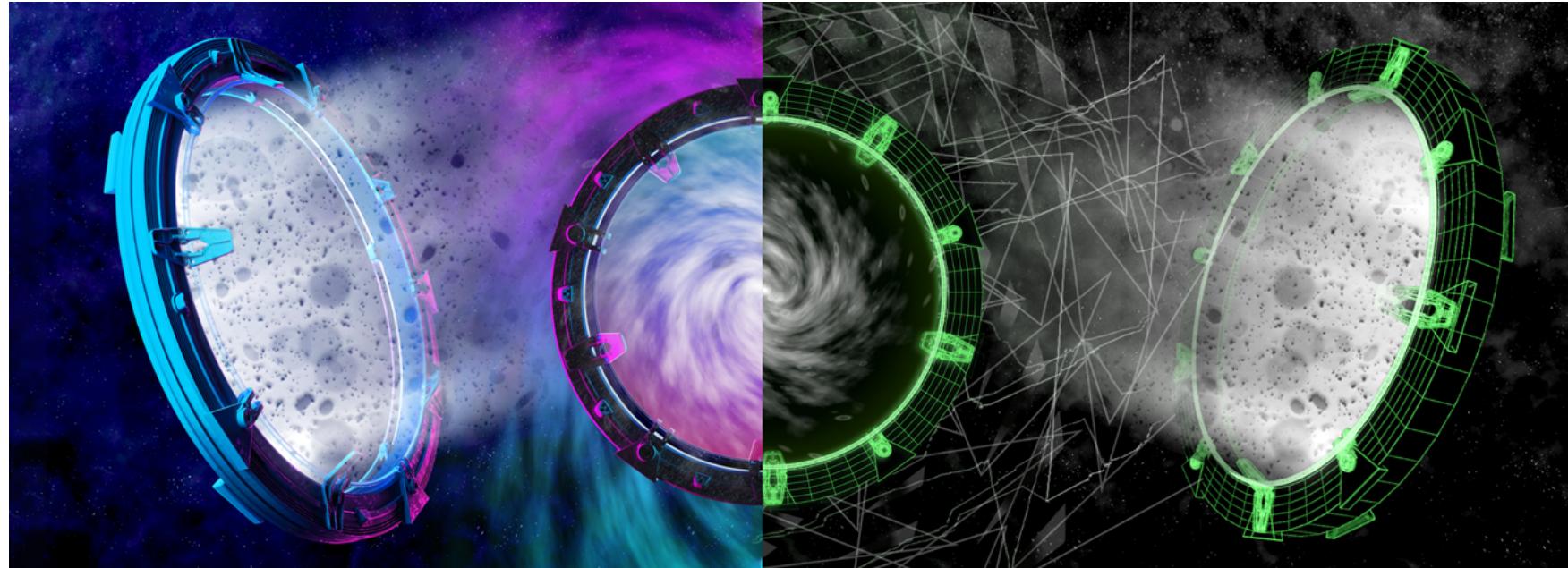
The visual identity of the festival was a continuation of the previous year, but most of the elements were redesigned. Wordmark was redesigned with two custom unreleased fonts. As the festival had two different stages there were almost two separate visual identities. Two stages were represented by different "space portals", each in its own color scheme corresponding to the "vibe" of the stage. All of the graphics were also animated, used as motion graphics for Instagram posts and stories, as well as Facebook posts.

DELIVERABLES

Logotype + Wordmark
Style Guide
Poster Templates
Video Templates

DISCIPLINES

Art direction
Lettering
Visual design
Video compositing



STELLARBEAT MUSIC FESTIVAL VISUALS + SOCIAL MEDIA ASSETS

CONTEXT

Stellarbeat is Slovenian electronic dance music festival held at Lake Rogoza, since 2019. Theme of the festival was inspired by space and intergalactic travel. There were two stages: Stellar Stage which held performances of main artists, and Undetected stage, reserved for darker underground sounds of the electronic music.

SOLUTION

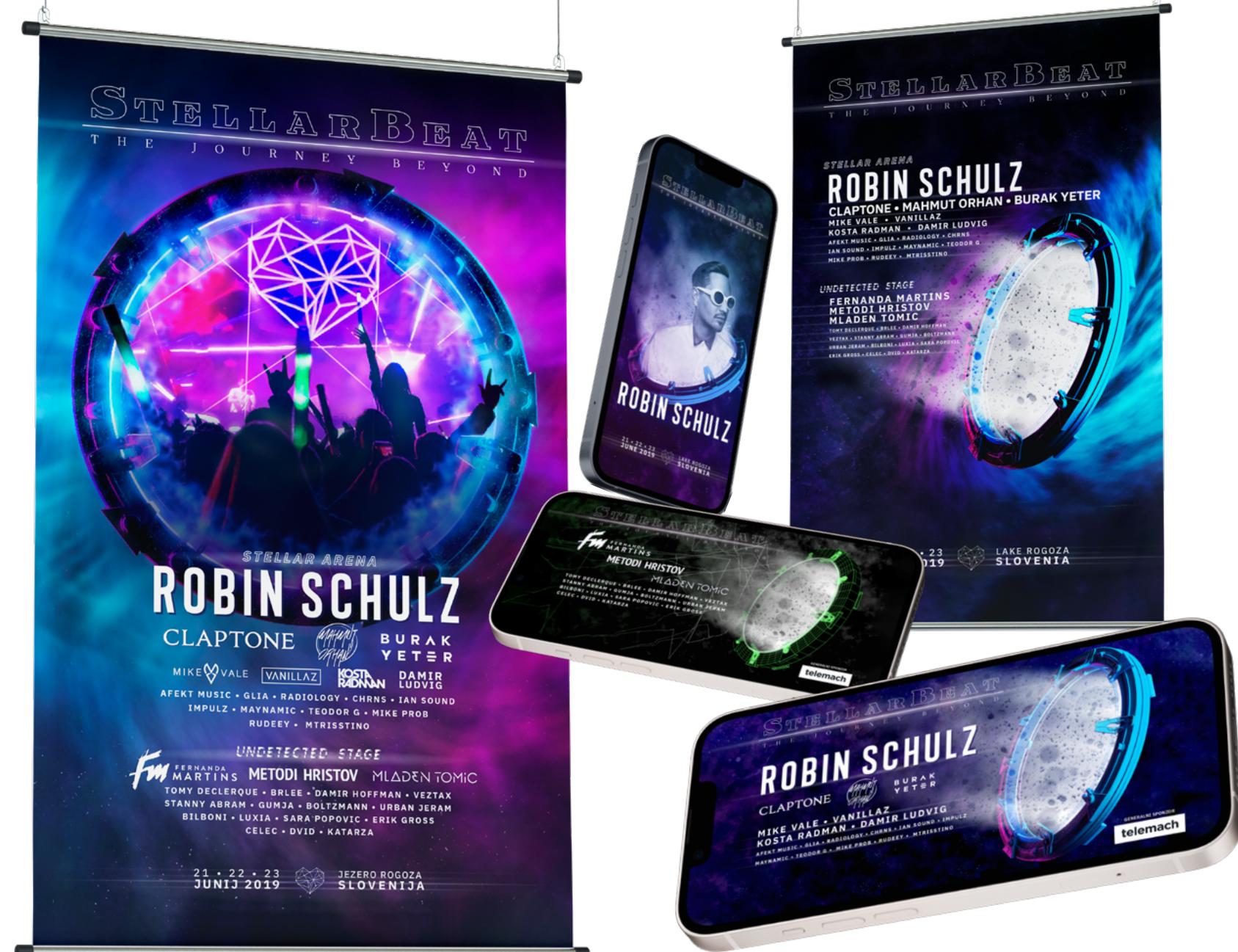
The visual identity of the festival was a continuation of the previous year, but most of the elements were redesigned. Wordmark was redesigned with two custom unreleased fonts. As the festival had two different stages there were almost two separate visual identities. Two stages were represented by different "space portals", each in its own color scheme corresponding to the "vibe" of the stage. All of the graphics were also animated, used as motion graphics for Instagram posts and stories, as well as Facebook posts.

DELIVERABLES

Print designs
Posters, Flyers
Motion graphics
Social media assets

DISCIPLINES

Print production
Visual design
Video compositing



9 CIRCLES OF TECH INFERNO

CONTEXT

Tech Inferno (alt. title: In Hell Wi-Fi Works Really Well) is a visual-interactive narrative that takes us through the nine circles of technological hell. It is a modern re-interpretation of Dante Alighieri's 14th-century epic poem Divine Comedy which describes Dante's journey through Hell, guided by the ancient Roman poet Virgil. Circles represent a gradual increase in wickedness and culminating at the center of the earth where lies the source of all evil online - the end user.

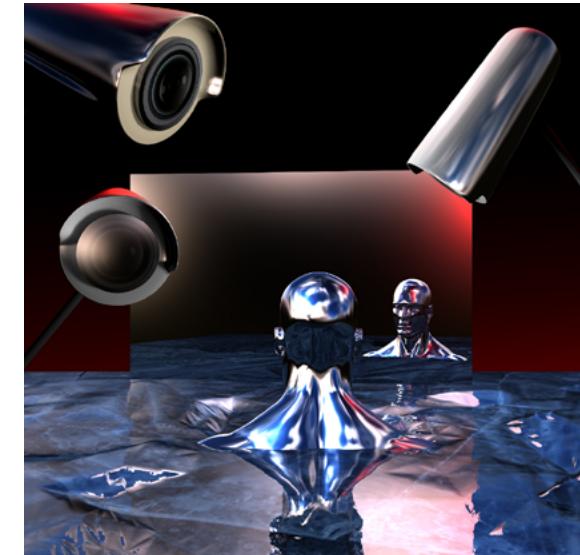
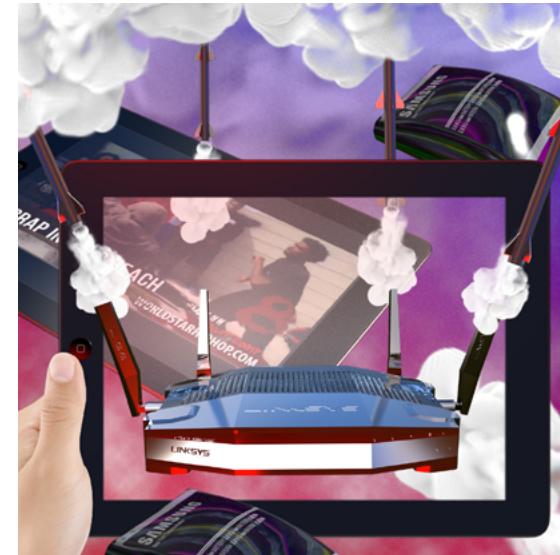
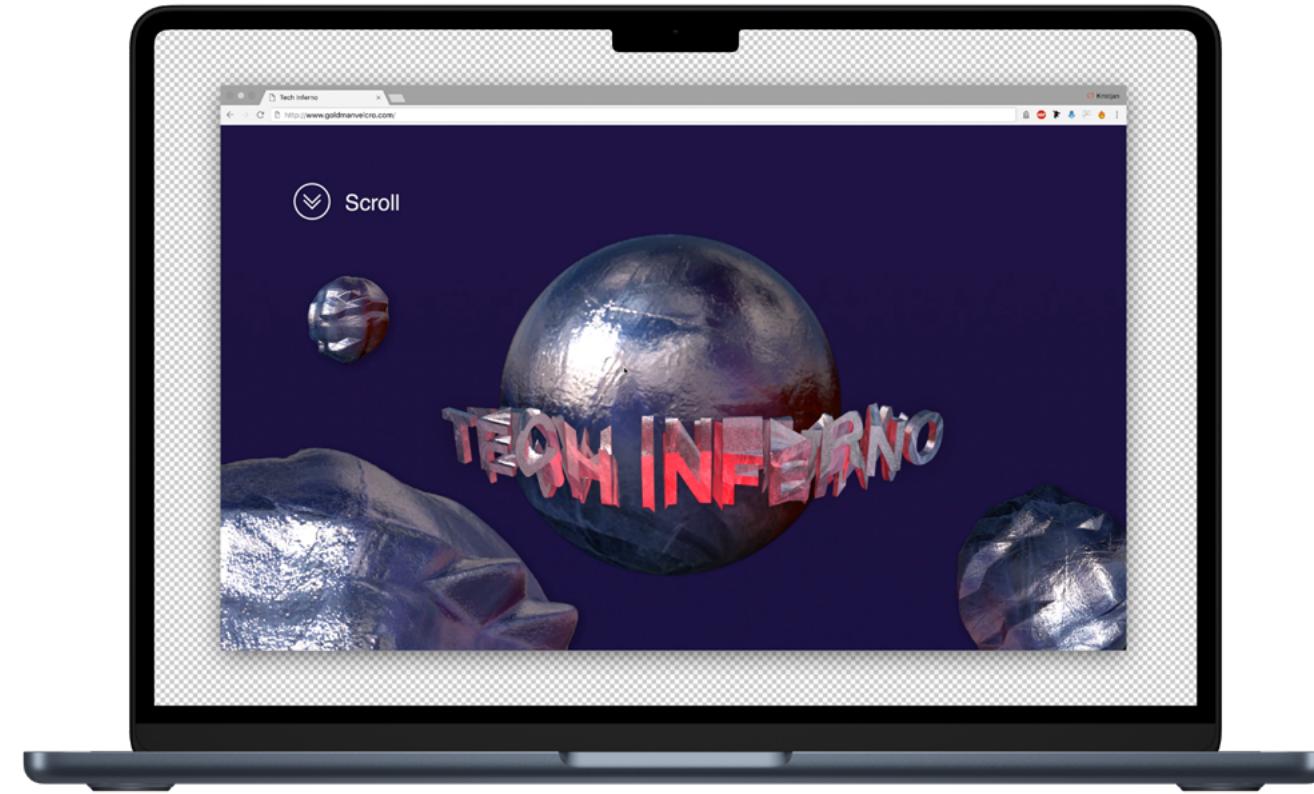
It is a post-Internet installation, that uses a single-page parallax scrolling website and 3D graphics to tell a visual story through the frame of a web browser. The installation was on display offline during an exhibition at the University of Ljubljana in May 2016.

DISCIPLINES

Art Direction
3D Modeling + Rendering
Motion Design
Web Design
HTML / JS

ARCHIVE VIDEO

<https://vimeo.com/246675842>



WCKD NATION COVERS + VISUALIZERS

CONTEXT

Wckd Nation is a music group that combines the worlds of jazz and pop, weaving them into modern neo-soul. The calm vocals remain faithful to the patterns of modern r'n'b, supported by an instrumental base that is not only inspired by jazz and pop, but also by hip hop and funk.

SOLUTION

Album cover were designed with purpose built audio-reactive application, which were later used to produce audio visualizers and lyric video. Swan king by Rorschachs paintings which allow viewer to interpret the ink splatter as a mirroring self-reflection, whereas Counting days, was inspired by melting feeling of passing time during quarantine.

DELIVERABLES

Album Covers
Spotify Video Covers
Videos / Audio Visualizers

DISCIPLINES

Motion Graphics
Generative Art
Touch Designer

VIEW THEM HERE

<https://youtu.be/fwbu5jZ7fXk>
<https://youtu.be/EzLN3HZhi28>



Counting Days

PHYSARUM POLYCEPHALUM TYPE

CONTEXT

Physarum polycephalum an acellular slime mold or myxomycete, is a protist with diverse cellular forms and broad geographic distribution. For having no brain or neurons, *physarum polycephalum* are incredibly intelligent, capable of solving complex problems with extreme efficiency such as finding the shortest path through a maze.

Experiment focused on its growing ability, creating a design tool for caligraphic drawing with a swab of slime culture that is based on Gray Scott model of reaction-diffusion. It produces shapes that grow, replicate, breathe and die. It runs in the browser on WebGL canvas using programmable shader to simulate cellular growth and interactions. Users drawing or the swab inoculates the petri dish and marks the path on which it grows.

DISCIPLINES

Type Design
Research
Interaction
Art Direction
Html / Javascript

THIS STILL IMAGES ARE SUPPOSED
TO BE INTERACTIVE

TRY IT

<https://kdklv.neocities.org/swab/>



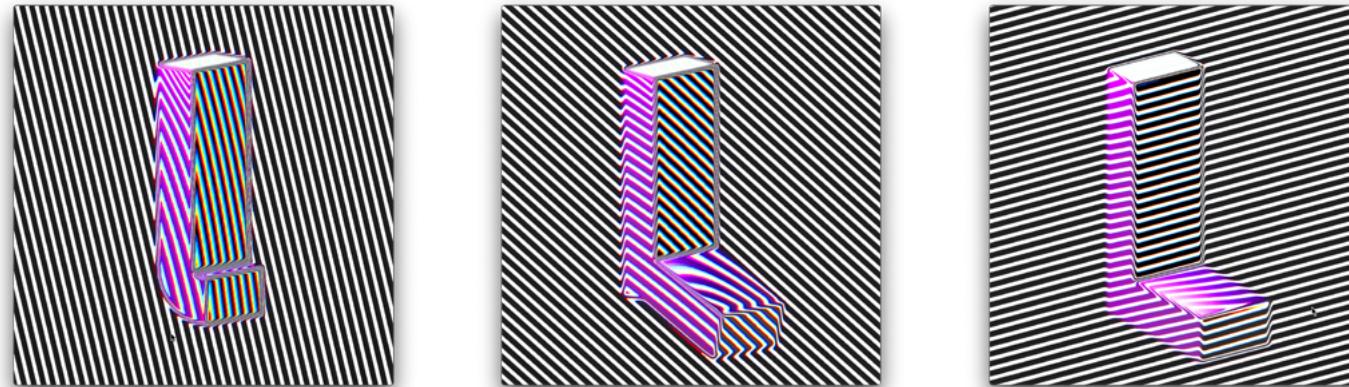
PROGRAMMABLE TYPE EXPERIMENTS

CONTEXT

What started as my own take on the "36 Days of Type" where participants are challenged to design a letter or number each day for 36 consecutive days, later evolved into self-initiated research into exploring the creative boundaries of letterforms, movement, interactions, and generative art using an array of different tools like Touch Designer, P5js, Cables.gl and Cavalry.

Most of them were made in-browser, with a minimal amount of premade static assets, running on WebGL canvas an later screen-recorded with some light editing touches in video editors before posting them on ig.

These here are only a select few, more of them are accessible on the link below.



THIS STILL IMAGES ARE SUPPOSED
TO BE MOVING

SEE THEM HERE

<https://instagram.com/p/CN758cqhvwt/>

<https://instagram.com/p/COS1HXThk8t/>

<https://instagram.com/p/CNt4uElhrN2/>

