



# Gordan Zagorac

Digital and Graphic Design Professional, M.Sc.

## UI/UX, ART DIRECTION, BRANDING, PHOTOGRAPHY, WEB DESIGN, MOTION AND VIDEO

### Summary

Multiskilled Senior Digital and Graphic Designer with nearly 20 years professional experience. Skillset and proficiency in UI/UX Design vastly strengthened through the *Professional Diploma Course* at *UXDI*.

Based on my professional track record, I am considered to be a versatile, reliable and hardworking designer with sharp ideas and vision. The one who nurtures goal-oriented approaches and tailor-made solutions with systematic project coordination, implementation and follow-up. Pending on the project brief consent, I aim to demonstrate highly imaginative design solutions for various platforms, independently or as a part of the team.

Highly proficient in creating and editing vector or pixel-based media content from early concept to final draft: prototyping, photography, motion graphics, video, illustration, ads, publications.

I think it's equally important to listen carefully and learn, and to be a leader at a given time. My ultimate career goal is continuous professional growth as a designer through a range of projects on various platforms. For more information, please see my website or go to my LinkedIn profile.

### Latest Experience

April 2015 – August 2020 **Senior Graphic Designer, Product Photographer, Marketing Executive, Head of Artwork Operations**  
(Panther Products (Manufacturing) Ltd. – Promotional Products Supplier, Dublin, Ireland)

I was mainly in charge of planning and running the company's various strategic marketing operations and activities on a regular basis, like online and offline promotional campaigns. The most demanding project of this kind was art direction, execution and maintenance of Panther's Promotional Catalogue (with over 500 items), alongside with some other essential marketing tools such as e-shots, animated banners, videos, product images, templates and line drawings.

In order to launch a new advertising campaign more frequently in a shorter period of time and to align fully with Panther's visual identity standards, I assembled and managed a professional in-house photo studio. I supervised our offsite graphics team remotely and also held structured software-based in-office training for Sales and Production Department personnel.

*"Being his manager for five years, I can attest that Gordan is an impressive, reliable, versatile, consistent, innovative and creative employee who supports his colleagues, takes initiative, and is an absolute pleasure to work with. I would definitely recommend him for work in a company of any profile, especially in creative, high-pace, tech-related environment because that is where his talent's lie and he will contribute a lot."* – Deborah Murray, Office Manager, Panther Products, July 2020

*"In his role as a Head of Artwork Operations Gordan supervised our offsite graphics team remotely on daily basis, he showed competence in organisation, good management skills and high levels of responsibility."* – Críostóir O'Flaherty, Owner and Managing Director, Panther Products, July 2020

>> Recommendation letters and contacts available on request  
>> Please discover more details about the role on my [LinkedIn profile](#) or available on request

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- Dublin, Ireland

### Skills

- DIGITAL AND GRAPHIC DESIGN
- UI PROTOTYPING
- UX RESEARCH AND ANALYSIS
- PHOTOGRAPHY
- BRANDING
- ILLUSTRATION
- MOTION GRAPHICS
- VIDEO
- WEB DESIGN (WORDPRESS)
- RESPONSIVE BANNERS (HTML5)
- ANIMATED WEB ADS
- DIGITAL MARKETING
- PLANNING
- COMMUNICATION
- TYPOGRAPHY

### Software Proficiency

	Adobe Illustrator	EXPERT
	Adobe Photoshop	EXPERT
	Adobe Lightroom	EXPERT
	Adobe InDesign	EXPERT
	Adobe After Effects	ADVANCED
	Adobe Premiere	INTERMEDIATE
	Miro	ADVANCED
	Figma	ADVANCED
	CMS (WordPress)	ADVANCED
<HTML>	HTML	INTERMEDIATE
.css{ }	CSS	BASIC
	Word, Excel, PP	ADVANCED

### Past Experience – Brief Overview

- 2001 – Present: Digital and graphic design related projects, Freelance
  - 2010 – Present: Graphic Design and Visual Communications Tutor, Freelance
  - 2008 – 2014: Senior Graphic Designer at Borovac i Bence – Design and Marketing Agency, Zagreb, Croatia
  - 2008: Digital and Graphic Designer at D9 Design, Marketing Agency, Zagreb, Croatia
  - 2007 – 2008: Promotion Executive at Agora, College of Market Communications, Zagreb, Croatia
  - 2006 – 2007: Art Director at Moja 4 Zida, Interior Design Magazine, Zagreb, Croatia
  - 2002 – 2006: Graphic Designer in several Zagreb-based graphic design studios
  - 2002 – 2005: Graphic Design Executive for International Media Conference, Island of Hvar, Croatia
- >> Please see detailed job descriptions on my [LinkedIn profile](#) or available on request

### Education and Certification

- 2020 **Professional Diploma in UX Design**  
*UX Design Institute Dublin, Credit-rated by Glasgow Caledonian University*
- 2015 **Associate Certificate in Web Design**  
(HTML, CSS, JavaScript, Web Design software and tools)  
*Dublin Institute of Design, Dublin, Ireland*
- 2015 **HTML and CSS beginner-intermediate evening course**  
*Coding Grace, Dublin, Ireland*
- 1999 – 2008 **M.Sc. in Graphic Design and Technology**  
*Faculty of Graphic Arts, University of Zagreb, Croatia*