



DORDE

Senior Brand Designer
Brand & Digital Design

Since 2015 | Agency & Corporate background | Financial & Corporate brands
Designing clear and strategically driven visual solutions.



2023 – Present

Alta Group | Graphic Designer (Brand Lead), Belgrade, Serbia

- Led brand and visual development initiatives across the ALTA Group ecosystem.
- Defined and maintained visual standards for financial and corporate subsidiaries.
- **Contributed to brand positioning and strategic communication planning.**
- Oversaw execution of multi-channel campaigns across digital and print.
- Ensured alignment between marketing objectives and visual communication systems.

2015 – Present

Freelance | Graphic Designer, Belgrade, Serbia

- Developed brand identities and visual systems for diverse clients across industries.
- Advised clients on brand positioning and visual consistency.
- Led full-cycle projects from discovery and concept development to final implementation.
- Translated business objectives into strategic visual communication frameworks.

2019

Havas Adriatic | Graphic Design Intern, Belgrade, Serbia

- Assisted senior designers on campaign development and client projects.
- Created visual materials aligned with established brand guidelines.
- Supported brainstorming sessions and creative concept development.



Design Tools



Adobe Creative Suite (Advanced)

Figma — Proficient (Components,
UI Systems, Web & App Design)



My Contact

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Portfolio

behance.net/djordje_designer



About me

Senior brand-focused designer with experience leading visual systems across financial and corporate environments. Strong background in developing cohesive brand identities and executing strategic communication across digital and print channels. Graduated graphic designer holding a degree from the Faculty of Digital Arts at Metropolitan University in Belgrade.

Core expertise

Brand Strategy

Visual Identity Systems

Corporate Brand Management

Campaign Development

Multi-channel Communication

Digital & Print Integration

