



## HI! I'm Filip with an 'F'...

### Professional Skills

#### Expert

Photoshop / Illustrator / InDesign / Acrobat  
Adobe XD / Lightroom

#### Proficient

After effects / Premier Pro / HTML  
MS Office / iWork / InVision / Infogram / HubSpot

#### Intermediate

C4D / CSS / Tableau / Microsoft Power BI

### Attributes

Creative thinking / Illustration / Attention to detail  
Organisation / Responsibility / Teamwork

### Education

#### Academy Class / 2019

After Effects

#### University of the Arts / 2014

Graphic Design Short Course - Illustrator InDesign

#### University Of East Anglia / 2003 - 2006

Business Management

#### Epsom College / 1998 - 2003

### Hobbies & Interests

I'm a little obsessed with making things. Most recently, Japanese style chef knives. Very zen. I'm passionate about creativity... in Design, Movies, Art, Craft, Writing... all of it. I play "the sports games" but mainly, I'm into extreme sports. Snowboarding, surfing and the like. Not really a hobby or interest, but I also have an old Staffy keeping me busy.

### Languages

Native Speaker: English / Serbian / Croatian

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### Profile

I've been working in and around the Marketing industry for almost 15 years. My foot was in the door as a 'Assistant Accounts Executive' overseas at Ogilvy. After a good stint in 'Client Services', it became evident that I was more stimulated by the Design side of things. So I jumped right in. I went "back to school" and trained up on the art of the aesthetic.

With my 'Client Services' skills established and my new 'Graphic Design' skills joining the party, I felt like a One Man Marketing Machine. As such, it made sense to join a smaller team to take advantage of my broad skill set. This also allowed me to dabble in different aspects of design and get a feel for what sat well with me.

Because of my somewhat unusual path to Design, I've ended up with a well rounded set of skills. That said, I do excel at certain aspects of design. Most of all Branding... closely followed by Layout and User Interface.

My most recent roll involved being "the Design department" for Retail insight. A 'big data' company specialising in Retail. This allowed me to work on a very wide spectrum of projects. Everything from 'event collateral and branding' and 'office styling' to 'social media posts', 'Web Design' and 'Presentation work'. As well as 'Art Directing' for anything and everything with aesthetic implications and implement two company re-brands.

For coming onto 10 years now, I have also worked with Freelance Clients where the opportunity has arisen. Working as both a Graphic Designer and Photographer. I'm very passionate about creativity, whatever form it takes, and I love collaborating with others.

My newest foray into the unknown, I've started making hand made kitchen knives.

### Experience

#### Retail Insight / 2016 - 2021 / Graphic Designer

Day to day duties revolved around making sure everything was compliant with both internal / partner brand guidelines on all material. Reviewing documents for design consistency and accuracy. Managed and maintained the website and newsletter. More substantial work consisted of developing UI for our products. I was also given oversight of the company wide graphic design. I was able to improve internal productivity and process through the introduction of forms and documents. Culminating in redesigning the logo and branding.

#### Freelance / 2014 - present / Graphic Design, Photography

**47ink, Leila's Place, Chemecont Ltd, Margaret Mills, Caravelle, Great Ormond Street**  
Branding, social media asset creation, direct mail creation, illustration, web design, print preparation, photography, photo re-touching.

#### Serge London / 2014 - 2014 / Graphic Designer

##### Betway, Nestle, WEF, Serge London (internal)

Presentation design, web design, template design: reporting, case study & social media posting, social media asset creation, branding, creative brainstorming and conceptualising, video editing, photo re-touching, art direction.

#### Think Tank / 2012 - 2013 / Senior Account Manager

##### Oki, Isotera, B2B Marketing Awards, Signalling Solutions

Regular client presentations using Keynote, heading client meetings, managing video & photo shoots, website development, sourcing of creative and branded products, print management, large scale exhibition management.

#### Neon Marcomms / 2012 - 2012 / Account Manager

##### Martini, Rubics, Jamesons, Ricoh, Beefeater

Pitch presentations, production, media buying, social media management.

#### Exposure Promotions / 2010 - 2011 / Account Executive

##### Tiger Beer, Heineken, Bulmers, Martini, Samsung

Campaign strategy and development, social media management, POS production, video shoots, briefing (campaign, creative, digital), campaign finances, organisation of competitions, brand promotions & events, research.

#### Ogilvy (Serbia) / 2008 - 2010 / Account Assistant > Executive

##### MTV, WWF, Kraft, Unilever

Campaign planning & strategy, preparation of creative and production briefs, organising production, status reports, brain stormings.

Uni Credit Bank & Deloitte Touche / 2005 - 2008