



Bojan Stefanovic

I'm all about creating standout brand identities that get noticed worldwide. My work's been featured in big-name design mags, thanks to my knack for blending strategy with cool designs that stick in people's minds. Beyond just designing, I love leading and coaching my teams, whether as an art director or project lead, pushing us to dream up stuff that really makes a mark. Design's my jam, teamwork's my band, and together, we make magic happen.

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🌐 [LinkedIn profile](#)

📍 Belgrade, Serbia

🌐 PORTFOLIO LINKS

- [logoholik.com](#)
- [Dribbble](#) (18k+ followers)
- [Behance](#)
- [Instagram](#)
- [Twitter](#)

★ CORE SKILLS

- Design leadership
- Art direction
- Creative direction
- Brand development
- Brand strategy

👤 PROFILE

- Responsible
- Innovative
- Communicative
- Hard-working and dedicated
- Team player
- Open for new challenges

🖥️ SOFTWARE TOOLS

- Adobe Creative Suite
- Figma
- Slack/Discord/Notion/Trello
- AI tools: Midjourney, Runway

🔗 DESIGN FIELDS

- Brand identity
- Logo design
- UI/Web design
- Print/Prepress
- Experience with: motion design, UX, Wordpress dev, 3D illustration

📁 WORK EXPERIENCE

Studio Logoholik - Belgrade | Founder 2005 - present

Art direction, creative direction, brand development, brand strategy, logo design, UI/UX/web design, print/prepress, motion design, WordPress dev, 3D illustration, studio operations.

Brand identity development for more than 300 international and domestic companies - [view selected case studies](#)

Brightscout - USA (remote) | Design Director 2022 - 2024

Design leadership, Art direction, creative direction, brand development, brand strategy, logo design, UI/UX/web design, print/prepress, motion design, WordPress dev, 3D illustration.

CLIENTS: [meltano.com](#), [arch.dev](#), [yogatoday](#), [noq.dev](#), [norkon.net](#), [tallywell.app](#), [gable.ai](#), [seek.ai](#)

UNDP - Belgrade (remote) | Web and User Interface Designer (roster expert) 2021 - present

Logo design, UI/UX/web design, print/prepress, motion design, WordPress development.

PROJECTS: [Acceletator Labs Serbia](#), [National Human Development Report – Serbia 2022](#), Digital Talks, Digital Portfolio

Beomedija - Belgrade | Associate Art Director 2005 - present

Art direction, creative direction, brand development, logo design, web design, print/prepress.

CLIENTS: Vojvodina Investment promotion fund - VIP, Delta Holding, Naled, AER, Vojvodina Development Agency - RAV

Srebrn Tus - Belgrade | Art Director 2004 - 2006

Art direction, creative direction, brand development, logo design, print/prepress.

CLIENTS: State Lottery of Serbia, Porche SCG, NIS Gazprom, Belgrade Fair, Fruvita, Dijamant Zrenjanin, BIP, Happy TV

🏆 ACHIEVEMENTS AND AWARDS

- Brand identity domain expert - Award-winning strategic brand identity designer capable of leading design teams towards creative excellence and innovative solutions, driving global recognition.
- 50+ identities and logo designs for clients worldwide published in 14 international logo design annuals including Logolounge and Taschen
- Creative strategy, branding and image campaign for large Serbian and International corporations: State Lottery of Serbia, Belgrade Fair, Delta Holding, DHL, OSCE, Toshiba, PepsiCo, Volksbank, Porsche SCG...
- Web design and WordPress development for more than 30 international and domestic companies
- Nominated for Hiiibrand 2010 award
- Featured designer and admin/jury at [Logopond.com](#)
- Exhibition at Belgrade Behance Campus and 99u conference inspiration day.
- Featured at Logo trend report 2017 at How Design Live conference in Chicago www.logolounge.com/articles/2017-logo-trends
- Numerous lectures and interviews worldwide www.thelogocreative.co.uk/designer-interview/