

RADE STJEPANOVIC

SENIOR GRAPHIC DESIGNER |
WEB DESIGNER | CONTENT CREATOR



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Creative and innovative graphic designer with over 17 years of consistently exceeding client expectations and transforming ideas into visually compelling designs. Proven expertise in conceptualizing and implementing a unified experience for all marketing assets across all touch points, including digital and traditional media, websites, social media, email, packaging, tradeshow, and physical stores. Ready to bring a wealth of experience, a passion for design, and contribute to your organization's creative needs.

SKILLS

- Print, Digital, & Web design concepts
- Project Management
- Budget Containment
- Drawing & Illustration
- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver
- Web Design: HTML and CSS
- Wordpress
- Social Media and Emails
- JIRA, Project Management
- Microsoft Office Suite
- Bilingual: English | Serbo-Croatian

PROFESSIONAL EXPERIENCE

CONTENT DESIGN & CONSULTING

Rade Design
Jacksonville, FL

April 2013 – Present

Graphic design, web designer/developer, and freelance artist based in Jacksonville, Florida. I design and illustrate print and web for independent and major companies looking to add a creative touch to their marketing materials.

Projects include corporate branding, identity design, as well as marketing collateral for print, digital and web. I work closely with clients throughout each phase of the process to ensure satisfaction from start to finish.

GRAPHIC DESIGNER

Nivel Parts & Manufacturing
Jacksonville, FL

August 2023 – Present

Created all graphic design assets across four different brands within the aftermarket heavy equipment and automotive parts manufacturing and distribution industry.

- Collaboratively engaged with brand marketing manager, product manager, and sales leadership team to ensure visual elements were in line to their expectations and supported department goals.
- Managed content within asset management platform, for organized distribution within internal teams.
- Represent brand and products at tradeshow.
- Other duties to support corporate initiatives, as assigned.

GRAPHIC DESIGNER

CFI Marketing
Jacksonville, FL

December 2010 – July 2023

Worked with a variety of clients in the food and CPG industry to advise and create concepts to meet their brand goals.

- Provided direction in regards to design style, formatting, print production and timescales. Developed concepts, graphics and layouts for product illustrations, company logos and additional requests specific to client needs.
- Created layouts, templates, and prepared art-working filed into, ready for print.
- Contributed ideas and design artwork to the overall client brief.

INTERNSHIP, GRAPHIC DESIGNER

The Shepard Group
Jacksonville, FL

September – December 2010

Built corporate design concepts as needed and requested for a variety of projects and clients.

INTERNSHIP, GRAPHIC DESIGNER

PGA TOUR
Ponte Vedra Beach, FL

January – April 2006

Built corporate design concepts as needed to support company objectives.

EDUCATION

BACHELOR DEGREE IN FINE ARTS	2010 University of North Florida , Jacksonville, Florida
ASSOCIATE IN SCIENCE IN GRAPHIC DESIGN TECHNOLOGY	2006 Florida State College of Jacksonville , Jacksonville, Florida

VOLUNTEER WORK

- **HabiJax**
- **AIGA** Active member

AWARDS

- Gold medal for Study Abroad collateral** | 2010 | American Advertising Federation of Jacksonville
- Silver medal for Pijetao Magazine** | 2010 | American Advertising Federation of Jacksonville
- Andy Pearson Scholarship** | 2009 and 2010
- Student Recognition in Graphic Design** | 2005 | Florida State College of Jacksonville
- 1st place in Jazz Poster Competition** | 2004 | Florida State College of Jacksonville
- 2nd place for Outstanding Accomplishment in Drawing** | 2003 | Florida State College of Jacksonville
- Talent Grant in Graphic Design** | 2003 | Florida State College of Jacksonville

PORTFOLIO LINKS

Print
Flyers, Catalogs, Brochures, Posters, Branding, T-Shirts, Typography, Logos, Books, Packaging
radestjepanovic.com/print/print.html →

Digital
Dynamic Websites, Static websites, Social Media, Emails
radestjepanovic.com/digital/digital.html →