



Who am I

I am Ifeta Kahvedzic creative thinker, visual designer, communicator, and facilitator, with a demonstrated history of working in the marketing and design industry with businesses and NGOs. I have a clear understanding of creative and communications processes in organizations and have high respect for the visibility regulations, approval process, timeframes, and budgets.

My experiences are in providing creative solutions and serving the communication needs of organizations of all sizes, from start-ups and SMEs to multinationals; Being a visual designer who provides creative and imaginative solutions based on clients' needs. One who creates several customized solutions and iterates to a solution where everyone is happy. Creative work is a process, it is joint work, it is a passion, and I am proud of every project accomplished with my clients and the energy we created together.

I appreciate the honest feedback and open collaboration with all interested parties to get the best design results. I work well in teams and, I can lead and facilitate creative processes individually. With high respect for clients' needs and timeframes, I always stay available for support in all services providing high-quality solutions, creativity, and a flexible approach even on short notice.

IFETA KAHVEDZIC



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LANGUAGE

English - Fluent

Bosnian/Croatian/Serbian - Native



CERTIFICATED



I don't have a preference for media or industries I create for. Every media requires skills, and every industry deserves a good solution. There are no boring assignments. You just need to be creative to see the magic :).



Experience

10+ years of experience in the field, but not overwhelmed by it. Just wise enough to know that every organization and assignment is unique. Over the years, I achieved successful results on different design projects from branding development (logo design, visual standards, and related corporate sheets); graphic design and illustrations (print and digital) publications, annual reports, sell sheets, packaging design, books, booklets, event decorations, conference materials, etc; product and brand awareness campaign development and production; data visualization, web and newsletter design (WordPress/HTML, CSS), UX and UI design, social media banners (static and dynamic - HTML5); up to visual advising, design process facilitation. I am highly experienced in NGO project promotion, promotion of success stories, events, workshops, and conference management.

Experienced in designing for large corporations and organizations with strict visibility procedures, as well as for startups and smaller organizations where we created the first visual steps together.



Education

My education background in art, design, and marketing. I am graduated Academic Painter (first major), and Product Designer (second major) at the Academy of Fine Arts in Sarajevo (Bosnia and Herzegovina). Postgraduate studies of Marketing at The School of Economics and Business in Sarajevo. The marketing and economic side sharpened my perspective on focused visual storytelling, and get me clear inside on customer behavior and business in general.



Software

Native Adobe Creative Cloud user of Photoshop, Illustrator, InDesign, XD, Lightroom, experienced in After Effects and Adobe Animate, as well as other related designs, and collaborative software. Let's also mention Figma, WordPress, Brackets, HTML, CSS, MS Office...



Multi-language

Proven experience in multi-language option design. Experience in designing options in English, German, French, Italian, and Dutch language by working with multinational companies. Design in a different language of UASC zone by working with organizations dealing with migrants and people in move. Local language variations and letters (Latin and Cyrillic), as well as regional Serbian, Croatian language options usually followed by the English design option.



Skills

I am a creative, hardworking, fast-thinking, and very time and detailed oriented person, with a great passion for design and communication. Skilled in visual design, campaign development, design quality control, UX & UI design, branding & identity, creative advertising, costumer's behavior, content and microcopy writing.

Illustrations and drawings are intertwined in all my design work. I have a strong understanding of gathering ideas into an understandable concept. This can be quite important in any creative or storytelling process. Provideing useful and impactful solutions on time requires strong listening and analytic skills. All those skills I have developed over the years both through education and through work experiences.



Work experience

11/2015 – Present Responsibilities

BANS | Creative Advertising Lab

Responsible for all design and related creative operations, communication with clients, programmers, overall work production, and supervision. From the start of the assignment with pitch meetings and offer creation, to design proposals and presentations, corrections, and adaptation process up to final delivery. I am responsible for design solutions, maintain the standards of creative excellence, fast response, and on-time delivery.

I am a co-founder of design, branding and advertising, boutique agency BANS | Creative Advertising Lab. With an Agency I build stable relationships with companies from Europe and the US. Outsourcing the design services for different companies from the chemical industry, IT and software development companies, marketing and communication agencies, food manufacturing companies, finance organizations, and NGO's.

Main activities

Creative and design thinking, campaign development, graphic design, custom vector illustrations, logo, and visual standards development, photo editing, UX and UI design and quality control, WordPress web sites, newsletters campaign design, event and meetings registration pages design, digital and social network banners, vector animated banners, short videos, visual consulting, planning, reporting, project team gathering, and supervision.

1/2010 – 11/2015 Responsibilities

MaŠta Agency

Creative and operational Agency leadership with team management on different projects at the same time. MaŠta was a small team social business agency that worked with high-level grantmaking organizations and NGOs. Agency promoted successful stories, branded and advertise projects, organized promotional events, conferences, etc. I was responsible for design and creative directions, for all branding, advertising, and events campaigns, for putting everything in production, and report results.

Every project required total design from creating the logo to branding and advertising through media, following and celebrating results, organize conferences and grantmakers gatherings. Aside from design and creativity, my role was to communicate and facilitate creative ideas with client organizations, create schedules, monitoring workflows, budget planning, reporting, and overall quality control.

Main activities

Creative and design process, facilitation, negotiation, concept development, project branding, and visual standards development, graphics design and illustrations, web design, promotion and advertising, creative consulting, PR campaigns, event and conference organization, budget, and workflows.

1/2009 – 1/2010 Responsibilities

Mozaik Foundation

Branding, visualization, and design of Foundation active and upcoming projects and program activities. Focused project promotion and project brand development. Monitoring field visits photo sessions to ensure quality photos for reports and promotional materials, capturing success stories and project results. Design of all Foundation corporate materials, annual reports, and event branding at the time.

Main activities

Logo and brand design, visual standards development, campaign ideation, graphic design, illustrations, photography and photo editing, website design, event branding, and planning.

3/2008 – 1/2009 Responsibilities

Mercator BH

Product photo sessions, product photo editing, designing product catalogs, and sell sheets for one of the biggest retailer stores in the country at the time. Designing posters, store banners, promotional shelves, and campaign billboards for the retailer and the related companies Intersport, Boutique, and Modiana.

Main activities

Graphic design, product photography and photo editing.

9/2007 – 3/2008 Responsibilities

24VIP

Sell sheet and flyer design. Company website designs and content maintains. Managing promoters for free newspaper and flyer distribution at several locations in all larger cities in the country.

Main activities

Graphic design, web design and adaptation of pre-created CMS, marketing administration.