



Miroslav Boljević

<https://design.boljevic.me>

OVERVIEW

With curiosity, tenacity and optimism I enjoy bringing meaningful ideas to life.

My top (Clifton) strengths are:

- **Responsibility**, through which I take ownership of what I commit to.
- **Individualization**, which helps me understand the unique worth my teammates bring.
- **Relator** in me finds personal touchpoints that help people work closer.
- **Discipline**, as I appreciate order, structure and making efficient and healthy routines.
- **Analytical** ability gives me a chance to take a step back and consider a broad perspective.

Quite comfortable with operating autonomously and at the same time enjoy working with people who nurture a positive attitude and good ethics. Quality is of significant importance in my work and I take immense satisfaction in making long-lasting solutions by building functional and thriving teams. I lead with understanding and decisiveness.

WORK

CX Designer at Volue

April 2022 - Present at 100% | Norway

- **Customer journey**: Delivering personalized experiences, designing and optimizing customer touchpoints through direct customer interaction
- **Creative direction**: Orchestrating collaborations with external partners, agencies, and freelancers, ensuring a synergy that brings out the best in every creative endeavor
- **Communication**: Formulating newsletter, blog, PR, social media, product landing page, and video assets - to enable consistent and alluring brand interaction
- **Brand strategy**: Researching and positioning products in the global energy market to adequately position them and develop messaging that resonates with target audiences
- **Product messaging**: Defining and shaping brand identity, tone of voice and customer onboarding strategy for new energy products
- **Cross-functional collaboration**: Working closely with other departments to leverage their expertise and ensure that the brand message is consistent and aligned with the company's overall strategy

Art Director at Laget

Jan. 2019 - March 2022 at 100% | Norway

- Managing creative portfolio of several brands, conferences, yearly projects and campaigns
- Formulating a creative strategy for the communication department
- Budgeting, negotiation and follow-up with suppliers and manufacturers
- Building and maintaining a network of agencies and creative professionals
- Mentoring junior staff into reaching new technical and conceptual altitudes
- Responsible for an in-house multimedia studio with video production and photography
- Shaping graphic and editorial design for magazines, books and other publications
- Improving on UX for digital touchpoints at membership area and web

Art Director at Gelato

Jun. 2018 - Dec. 2018 at 100% | Norway

Handled all facets of the creative process from ideation, concept creation to execution. Directed creative work, recruiting and managing designers for the marketing department that was served globally in 20+ markets. Worked closely with creative agencies and partners (Facebook among others) to create world-class content. Played a central role in shaping and redefining new Optimalprint (daughter B2C) brand identity.

Principal Designer & Product Owner at Kvisko | *Feb. 2016 - April 2018*

Principal Designer & Cofounder at Tour Via Me | *Aug. 2013 - Feb. 2016*

Art Director at OMSA | *Aug. 2011 - July 2013*

Graphic Designer at Leo | *Feb. 2009 - Aug. 2011*

EDUCATION

MA Design, Distinction

2020 - 2021 | University for the Creative Arts, UK

BA Design of Visual Communication, 9.7/10

2009 - 2012 | Mediterranean University: Faculty of Visual Arts, ME

Design, Non-degree Scholarship

2010 - 2011 | Grand Valley State University, USA

OTHER

Guest Lecturer

London School of Design and Marketing, UK

AIIESEC | University of Montenegro: Faculty of Economics, ME

Volunteer

Blood Bank, Humanitarian Agency ADRA, Northwest Michigan Habitat for Humanity, Youth Cultural Centre Juventas, ...

SKILLS & TOOLS

- Brand development, Design thinking, Art direction, Communication, Leadership, Management, Presenting, Organisation and planning, Project management, Analytical thinking, Stakeholder management, Commercial awareness, Team building ...
 - Trello, HubSpot, ClickUp, Zokri, Figma, Miro, AI generation tools, Office suite tools, Adobe creative suite: Photoshop, Illustrator, InDesign, Premiere ...
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CERTIFICATES

Google Project Management

Professional Certificate | 2022 - In progress

upwork Brand Identity

Upwork Skill Certification | May 2023 - Invite only

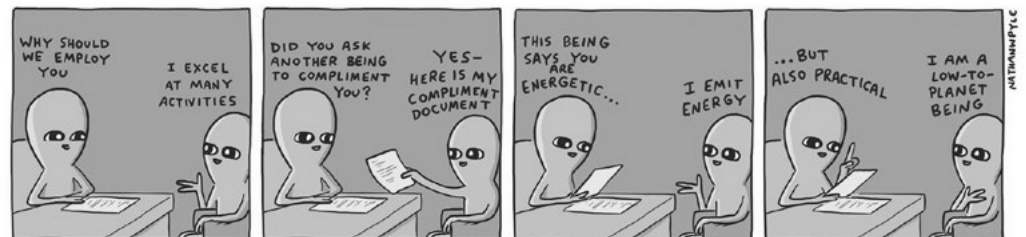
CONTACT

[linkedin.com/in/miroslavboljevic](https://www.linkedin.com/in/miroslavboljevic)

miroslav.boljevic@gmail.com

<https://design.boljevic.me>

REFERENCES



If you don't have a clue on what this could be, that's fine. Nobody's perfect—or the image just might be too small. I'll connect you to my colleagues as they'll be happy to tell you more about my sense of humour and everything else you want to know.