



Bogdan Novakovic

UX/UI Designer & Researcher

Versatile designer & researcher with dual master's degrees and extensive experience across academia, freelancing, and agencies of all sizes. Specialized in brand identity, packaging design, and creative advertising before transitioning to Digital Product UX/UI Design. Proficient in managing and delivering projects for international clients. Currently a PhD researcher at the University of Milan-Bicocca, exploring cutting-edge tech such as AI and VR/MR/AR in education within contemporary society.

INFORMATION

- Italian working permit
- Serbian citizenship
- Milan, Italy
- +39 351 855 2209
- bogdan.novakovic@outlook.com
- bogdannovakovic.com
- [linkedin.com](https://www.linkedin.com)

LANGUAGES

- Serbian **Native**
- English **Full Proficiency**
- Italian **Advanced**
- Hungarian **Elementary**
- French **Elementary**

WORK EXPERIENCE

1/2

Appfabrikken [appfabrikken.no]

Jan 2024 – Aug 2024

UX / UI DESIGNER

Remote, Oslo

- Designed the main Appfabrikken identity mascot in multiple poses for various branding situations and marketing materials.
- Redesigned the interface and custom icons for UngApp.
- Redesigned the interface and created custom icons for the Employee app, enhancing usability and visual consistency.
- UX/UI tasks: Improved app UI through redesigns of wizards, widgets, and presentations to enhance user experience.

StreamlineHQ [streamlinehq.com]

Oct 2020 – Apr 2023

ILLUSTRATOR / ART DIRECTOR

Remote, Bruxelles

- Art directed and created the Bruxelles illustration set from scratch, developing over 1,000 illustrations within set deadlines.
- Adopted various art styles and techniques for other illustration sets to meet the diverse topics and requirements of stakeholders.
- Produced engaging and visually appealing illustrations in both SVG and PNG formats based on market research and customer needs.

School of Computing [dizajn.raf.edu.rs]

Jan 2019 – Jul 2022

TEACHING ASSOCIATE

Hybrid, Belgrade

- Collaborated with senior professors to mentor students in Graphic Design, Illustration, 2d Animation and UX/UI design.
- Organized remote classes via Zoom and assisted professors in the setup and management of these classes.
- Provided support to professors by managing student paperwork, tracking academic data, and organizing assignments.

Freelance [www.upwork.com]

Jan 2017 – PRESENT

UX / UI | BRAND DESIGNER | ILLUSTRATOR

Remote, WWW

- Achieved Top Rated Plus status on Upwork, placing me among the top 3% of freelancers on the platform. Expert-UpWork Certified.
- Successfully completed over 90 design projects for various international clients. The scope of work included Brand Identity & Packaging Design, Graphic Design, Illustration, and UX/UI Design.
- Consistently received 5-star ratings and positive client feedback across all projects. Visit my profile on Upwork to read testimonials.

McCann [mccann.rs]

Jan 2014 – Aug 2016

DESIGNER | STB ARTIST

Serbia, Belgrade

- Handled daily design tasks for clients, including presentations, leaflets, social media graphics, and campaign visuals. Met strict deadlines and provided quick, on-the-spot solutions when needed.
- Worked in the packaging design team for nearly a year, designing daily for Delhaize's Premia line. Tasks included packaging design, mockups, print-ready files, and final print approval from factories.
- Designed key visuals for the summer Balkan region campaign "Plazma for Every Trip." This campaign was featured on various ads, including billboards in multiple formats and TV commercials.
- Worked with the agency's research data team on the study "The Truth about Youth in Serbia." Designed visuals and exhibition materials for the project, which won the prestigious UEPS Award.

TOOLS

Figma, FigJam, Hotjar, Dovetail, Useberry, Maze, Google Forms; Adobe Creative Cloud, Procreate; Maya, Unity, Blender, Cinema 4d, KeyShot;

SKILLS

User Interface, User Experience, Lo-fi/Hi-fi Prototyping, User Interviews, User Journey Mapping, Surveys; Brand Identity/Packaging/Graphic Design, Typography & Lettering; Drawing, Painting, Printmaking 3D Modeling, 3D Rendering Storyboarding, 2D Animation; HTML/CSS (Basic);

AWARDS

2023: "5 Best App Background Designs that Elevate the User Interface." Article mention - DesignRush

2018: *Etisalat Telecom Store of the Future Design*, Second Place - Eyeka

2018: *Doritos Buzz - Design Award*, Second Place - Eyeka

2017: *Unilever - Nexxus Shampoo Design Award*, First Place - Eyeka

2016: *UEPS (Serbian Association of Market Communications), Golden Award* - UEPS Awards, Serbian Association of Market Communications

2015: "Let Us Illuminate The World" *ARTZEPT (Zepter International)* 3rd Place - Zepter International

2013: "Don Quixote" *Typeface design competition* - 3rd Place - Cervantes Institute, Spanish Cultural Center

PUBLICATIONS, SEMINARS & LECTURES

2024 Seminar: University of Belgrade, My lecture: "Using Artificial Intelligence as a Copilot in Branding: New Perspectives and Opportunities."

2020 Publication: "Do You Speak Holo? A Mixed Reality Application for Foreign Language Learning in Children with Language Disorders." *Acknowledged

VOLUNTEERING

2/2

Digital Design Days [ddd.live]

CUSTOMER SERVICE STAFF

📅 Oct 2019

📍 Italy, Milano

I provided valuable support to the conference organizers by promoting the festival on social media and assisting with daily organizational tasks during the event.

EDUCATION

PhD Education in the Contemporary Society

UNIVERSITY OF MILANO-BICOCCA (3-year program)

[<https://en.unimib.it/>]

📅 Sep 2024 – PRESENT

📍 Italy, Milan

M.Sc.Communication Design

POLITECNICO DI MILANO (2-year program)

[[SustainablySmart: AI as our UX/UI co-pilot in green app design](#)]

I mastered interaction design, product design, UX/UI, designing for VR/MR products, UX research, CX design, and creating complex artifacts like interactive video games. My studies also covered semiotics, sociology of media, communication anthropology, and digital culture.

For my thesis, I researched AI's role in UX/UI design, focusing on creating a sustainability app and exploring its benefits, risks, and limitations as a design co-pilot. My final grade was 109/110.

📅 Sep 2019 – Oct 2023

📍 Italy, Milan

MA. Graphic Design

FACULTY OF APPLIED ARTS (3+2 Year Program)

During my first three years of study, my classes included Painting, Anatomy Drawing, Graphic Printing, Photography, Lettering, Typography, Graphic Design, Book Design, Illustration, and the history of art and design. In the final two years, we chose two major subjects.

In the final two years, I selected Animation and Typeface Design as my main thesis subjects and graduated with the highest marks, 10/10.

📅 Sep 2007 – Oct 2012

📍 Serbia, Belgrade

COURSES/BOOTCAMPS

User Interface Design [baued.es]

BAU, College of Arts & Design Barcelona – Specialization: 8-week course in collaboration with RMIT University, Australia.

User-centered perspectives [bestr.it/badge]

Politecnico di Milano (One week workshop)

UX Research [memorisely.com]

Memorisely (8-Week Bootcamp) | London, UK

Design Systems [memorisely.com]

Memorisely (8-Week Bootcamp) | London, UK

3D/VFX Essentials [school.craterstudio.com]

Crater Training center (7-weeks, 105 classes)

Various courses [interaction-design.org]

Interaction Design Foundation IxDF

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