



# Ljubisa Nikolovski

UX/UI Graphic Designer / Project Manager

“ I am a highly skilled and experienced UX/UI designer, graphic designer and project manager with over 20 years of experience in the industry. Throughout my career, I have developed a range of skills and expertise in areas such as brand management, business development, marketing, and product ownership. I am dedicated to delivering high-quality results and have a proven track record of successfully completing complex projects in various industries. My ability to work independently and lead teams makes me a valuable asset to any organization.

## WORK EXPERIENCE

### 2018 DSTV MULTIMEDIA DOO

Project Manager / Product Designer (10/2018 - Present)

- Designed and developed the OTT platform "Adria Telekom," focusing on UX/UI design
- Created and executed marketing strategies, including Google Ads and Meta Ads campaigns
- Independently launched the Wnet LED project, a subscription-based LED and LCD displays
- Successfully found partners and suppliers from China, created service packages and pricing, built a website and catalogs.
- Represented Netv plus services for Austria, France, and Italy, and later MTEL for Austria.

### 2018 AERON DOO

Graphic Designer / Brand Manager / Business Development (07/2018 - 10/2018)

- Established complete "Global" and "S Light" brands for industrial and decorative lighting products for commercial, industrial, and residential use.
- Conducted market analysis and negotiated purchases with business partners from China
- Created promotional materials such as web presentations and catalogs.

### 2018 X TIM DOO

Project Manager (01/2018 - 07/2018)

- Managed a team of collaborators in designing and installing graphics, inventory (showcases, pedestals), and special installations for the National Museum in Belgrade.

### 2015 AERON DOO

Development Manager / Brand Manager / Graphic Designer (07/2015 - 01/2018)

- Established complete "Global" and "S Light" brands for industrial and decorative lighting products for commercial, industrial, and residential use.
- Conducted market analysis and negotiated purchases with business partners from China
- Created packaging and promotional materials such as web presentations and catalogs.

### 2013 GOTRADE DOO

Marketing Manager / Graphic Designer (07/2013 - 07/2015)

- Created and maintained business and web presentations, catalogs, and other promotional materials for the properties owned by Gotrade, including Hotel Balkan, Hotel Mr President, Hotel Astoria, Hotel-Boat Compass River City, and DiWine restaurant.
- Designed logos and identities, 3D models of interiors, and participated in planning and organizing various events and activities.

### 2019 UNION KARIC DOO

Brand Manager / Graphic Designer (09/2009 - 07/2013)

- Organized training sessions for technicians and created technical manuals and instructions
- Collaborated closely with Polish company AC and Turkish company Atiker...
- Conducted market analysis and negotiated purchases with business partners.

### 2009 LIRNES DESIGN DOO

Project Manager (10/2006 - 09/2009)

- Organized and managed the production of a printing company and workshop for the creation and installation of scenery, collaborating with advertising agencies such as Leo Burnett, Janus, Ideaplus and many other.
- Acted as a liaison between advertising agencies and professional workshops to coordinate conceptual solutions with real workshop possibilities.
- Managed larger projects such as creating offers, planning, creating and installing scenery for Phillip Morris promotions in Serbia, Croatia, and Albania, including "Marlboro Parties," "Urban Lucky Strike Parties," and "Uno Black&White."

## CONTACT

- +381 64 4702383
- nikolovski80@gmail.com
- 13.12.1979.
- Belgrade, Serbia
- /in/ljubisa-nikolovski/
- www.nikolovski.be

## EDUCATION

Bachelor of Industrial Design  
Polytechnic Academy  
2003 Belgrade - Serbia

2023 Google UX Design  
Professional certificate

## SKILLS

### Personal:

Creative Thinking  
Communication  
Leadership  
Teamwork  
Solution Oriented  
Problem solving

### Technical:

Adobe Ps, Ai, Id, Xd, Ae, Ap.  
3D modeling - Blender  
Figma, Sketch  
Google Ads, Meta Ads  
Basic knowledge of SEO  
Wordpress /Webflow  
Basic knowledge in  
HTML/CSS/JAVASCRIPT  
Google Workspace  
Microsoft Office

## Hobbies and Interest

Technology Photography Music



## WORK EXPERIENCE

### 2004 X TIM DOO

*Graphic Designer/ Project manager (10/2004 - 10/2006)*

- Created graphic solutions and prepared large-format prints for car branding, storefronts, etc.
- Organized and managed the production of a printing company and workshop for the creation and installation of illuminated advertisements
- Managed larger projects such as creating offers, planning, creating and installing scenery for British Tobacco Group and Jagger Meister promotions.

### 2002 STUDIO M DOO

*Graphic Designer / Project manager (05/2002 - 10/2004)*

- Created graphic solutions and prepared large-format prints for car branding, storefronts, etc.
- Organized and managed the production of a printing company and workshop for the creation and installation of illuminated advertisements.
- Managed larger projects such as creating offers, planning, creating and installing illuminated ads such as "EUROSALON" with a total size of 35x4m at the Belgrade Fair, planning, creating and installing illuminated ads for "National Savings Bank" at 24 branches throughout Serbia, including an advertisement with dimensions of 28x1.5m on the "Palace of Albania" building in Belgrade, and many other projects.

### 2002 ACS COMPUTERS DOO

*Computer Technician (03/2001 - 04/2002)*

- Service and maintenance of computers, computer networks, and peripheral devices.