

maya rasic

Hi, I'm Maya – a versatile designer specializing in Creative Direction, Advertising, Illustration, Graphic & UI Design. I love communication & am a great team player. Never without ideas & always optimistic.

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June 2015 - current

Freelance / Owner

SENKA RASIC doo

Working closely with clients to create designs and illustrations for a number of purposes / Working freelance for a number of agencies / Some of the projects include: Lululemon newsletter campaign and product reveal ads / Facebook retargeting campaign / Snapchat illustrated filters and geofilters / Number of web and app projects designed.

May 2017 - December 2024

Graphic Designer / Illustrator / UI/UX

PROMOMASH

Design of a SaaS web app, including: defining a color book, redesigning the logo and creating (and applying) UI guidelines / Design of all documentation and materials that touch the client, including: presentations, social media graphics, case studies, online forms, newsletters, landing pages etc./ Development of illustrated characters for internal and external use / Daily communication with the marketing team to discuss new projects, get and provide feedback, and brainstorm upcoming marketing campaigns.

December 2012 - June 2015

Creative Director / Designer

SOBA 2 STOLA

Co-founder of a small studio specializing in creative advertising, guerilla campaigns, web design & illustration / Communication with prospects, market research, design of creative concepts.

December 2010 - June 2012

Designer / Marketing Manager

URADI SAM

A unique experience within a small DIY store, where I worked as a Marketing Manager in charge of all marketing communication and creative / Within the small team, I was in charge of marketing budget and organizing advertising (at the time - newspaper, radio, online campaigns) / Coming up with creative concepts for ads and product catalogues.

EDUCATION

2022 / callegari.hr

Product Designer
Callegari Italian School of Design

2021 / www.skoladizajna.mirjanamikulec.com

Interior Stylist
Mirjana Mikulec Interior Design School

2010 / www.algebra.hr

Graphic Design / Adobe Certified Program
Algebra University

2002 - 2010 / www.ttf.unizg.hr

Fashion Designer
Faculty of Textile Technology

DAILY USAGE %

100
75
50
25
0

PHOTOSHOP

ILLUSTRATOR

INDESIGN

FIGMA

PITCH.COM

WACOM TABLET

IPAD PROCREATE

ACHIEVEMENTS

Podcast Host / WiseBunny & the Searchfor Happiness

Zine Editor / Sreca- the newspaper about joy

Book Author / Tiny Book of Non-LoveLove Poetry / How to get ideas (& what to do with them)