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Curriculum Vitae

As an expert in motion design, 2D and 3D animation, and video production, I bring years of dedication to crafting visually compelling content. My goal is to leverage my skills and creativity to enhance your digital and visual content, driving innovation and initiative. With a strong foundation in graphic design, I am adept at transforming concepts into impactful visual stories. Additionally, I have spent years professionally engaged in marketing with outstanding results, but I believe marketing is not my true calling. Instead, I feel a deep-seated passion for content creation and thus am committed to following this path. I am eager to contribute to your success by delivering content that not only meets but exceeds expectations, proving myself as a valuable asset to the team.

PROFESSIONAL CAREER

Graphic Designer

Dance Studio Swing, Niš Serbia, 2011 – 2015

I created the complete visual identity for the studio, after which I remained in the position of a designer for many more years. I created advertising content for all platforms, billboards, posters. At that time, I received a letter from Facebook (signed by Mark Zuckerberg himself) about the extraordinary results of paid Facebook marketing.

In this industry, I also developed a love for dance and choreography as a form. It was then that my ideas about harmony and the arrangement of elements began to take shape. Working at Swing is considered the beginning of my development in animation.

I created my first short animated ads for advertisements in 2015 and achieved incredible results in terms of reach on networks, increasing reach by 1400%.





**Light design assistant/ Video editor
Solotech, Quebec City, Canada, 2013**

I created video clips for the Grubb musical for the video beam, which was broadcasted at all show performances in America, Canada, and the Netherlands from 2013 to 2016.

In Canada, I worked with the company Solotech on the lighting design for this musical under the mentorship of the renowned expert in the field of lighting design, Eric Nault.

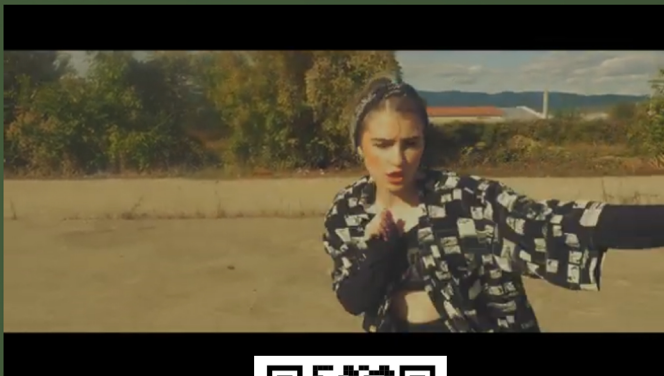
**General Manager
Dance Studio Swing, Niš Serbia, 2015 – 2016**

Exploring marketing methods and familiarizing myself with the market during my engagement until 2015 at the Swing dance studio, I developed an interest in creating brand development strategies, consumer communication, and through mastering NLP, I learned crisis management. In the turbulent period of 2015, facing the loss of a major part of the management team, the Swing dance studio hired me for the position of General Manager. During this time, I had the opportunity to test some of the theoretically learned strategies, and I increased the business by 400% compared to the previous peak before the crisis.

During this period, I organized marketing strategies, live events, CRM, filmed professional videos, and produced 2 major theatre shows.

**Production Designer/ Videographer/ Animator
Continuum Dance Theatre, Niš Serbia, 2016 – 2017**

During this period, I led teams that created choreographic concepts and produced shows at the Nis National Theatre. My responsibilities included: casting participants, organizing rehearsals, sound design, creating video content for promotion, preparing graphic content for social media, directing, filming and editing professional videos, creating animations for video beam, preparing content for animation, animating commercial videos, designing lower thirds and call-out titles, and creating TV commercials.

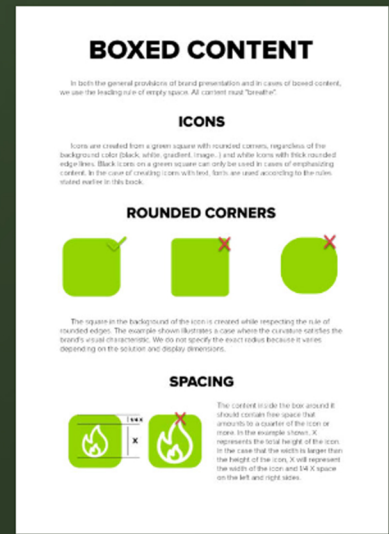


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Production Designer/ Videographer/ Animator CDC studio, Niš Serbia, 2017 – 2024

In 2017, I founded my company with the idea of fully dedicating myself to the development of graphic design, video, and animation. I created commercial content for a wide range of clients, including some like FIFA, Visa, Burberry, Bethesda, Versace, and many others. I had the opportunity to work on modeling assets for games, rigging characters for cartoons, animating commercials for TV, creating explainer videos for applications, educational videos, and many more. Additionally, I specialized in camera tracking, motion tracking, VFX, and virtual production, further expanding the scope of my expertise and offerings to clients.

Beyond the conventional boundaries of animation and videography, I have also ventured into the intricate world of brand management. This role has allowed me to apply my creative skills in a different dimension, focusing on developing and implementing brand strategies that resonate with target audiences and establish a strong brand presence in the market. I have played a pivotal role in defining brand guidelines and creating brand books for a diverse set of clients, helping them articulate their brand identity in a coherent and impactful manner. Among these clients are Rivero Caffe, Promontis Oils, Despacito Restaurant, "Kod Deda Stavre" Restaurant, and Hotel Amsterdam, each with their unique brand essence and market positioning.



*designed by George M

CORPORATE WORK

During the COVID period, a need arose for belonging to a larger structure, prompting me to start researching companies that were looking to enhance their teams with individuals possessing my skill set. This journey has led me to the opportunity to work for two major corporations as an integral team member and their employee.

Brand Designer/ Videographer Horisen Solutions, Rorschach, Switzerland, 2020 – 2022

For Horisen Solution, I worked on modifying the brand book and implementing a new set of rules in design and brand positioning. I created press and web kits, designed materials for social media, prepared materials for printing, and designed exhibition materials, stands, etc.

Beyond my responsibilities in graphic design, I expanded my contributions by creating 3D mockups and innovative solutions for exhibition displays. Furthermore, I did animated content, crafting motion graphics specifically designed for LinkedIn and YouTube commercials, enhancing the brand's digital presence and audience engagement.



Chief Marketing Officer (CMO) Arvikon, Madrid, Spain, 2022 – 2023

In this company, I held an executive position, which I secured after the successful completion of the first project (a loop animation for exhibition purposes, with the video attached). I completely redesigned the brand, developed a marketing strategy that is still being implemented to this day, and worked on creating a set of videos that explain the entire system. My duties also included conducting on-site filming, interviewing employees, creating animations for advertisements across all media, modeling for the trademark vehicle, and crafting a pitch for investors that successfully brought capital funds into the company. I was responsible for hiring individuals who formed my marketing team and collaborated closely with a team of animators and designers. I participated in 4 international exhibitions and conducted promoter training. The focus of our marketing was based on a B2B strategy that successfully attracted investors, thanks to whom we elevated the company and later sold it to Truma, the leading manufacturer of camper vehicle systems.



Audio-Video specialist Senior Pragmatic Play, Bucharest, Romania, 2024 – present

I joined the company as one of two specialists in a senior position with the responsibility of setting up live cam systems that broadcast 24/7, 365 days a year. My role involves transferring existing systems that operate in various locations worldwide to the local market in Belgrade and creating a structure that will employ over 3,000 people. My responsibilities here include setting up studios and studio equipment, creating camera rigs, operating the camera, setting up network systems, installing servers and encoders, working with professional chroma key equipment, servicing and maintaining the systems, and participating in the process of interviewing technicians we will be hiring.



SKILLS

✓ **Graphic design and Branding:** Understanding of branding strategies and the ability to develop a unique visual identity across all design aspects.



✓ **Digital Production:** Comprehensive experience working with a wide range of digital tools and software for production, including Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere), Cinema 4D, Blender, Unreal, Substance Painter, Toon Boom, Maya, Motion builder, Fl studio...



✓ **Video Production:** Skills in video content production, from pre-production and filming to post-production, editing, and sound processing.



SONY

Blackmagicdesign

Panasonic
LUMIX

Canon

*systems I've been operating

✓ **AI Integration:** Proficiency in incorporating AI technologies into digital production processes for enhanced creativity, efficiency, and personalized content creation.



✓ **Project Management:** Experience in leading projects from idea to realization, including planning, resource allocation, and team coordination.

✓ **Creative Problem Solving:** Ability to quickly identify and solve problems in the production process, as well as adapt to changing project requirements.

✓ **Teamwork and Communication:** Excellent communication skills and the ability to work effectively in a team, as well as lead creative teams.

✓ **Innovation and Trends:** Continuous monitoring of the latest trends in digital production and applying innovative approaches in design and production.

THANK YOU FOR YOUR TIME