



NICOLE MANOJLOVIC

SENIOR DIGITAL ART DIRECTOR & DESIGNER



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WORK EXPERIENCE

2017-2018

Freelance | Senior Art Director/Designer

2015 - 2017

CRIO Agency | Senior Art Director

Responsibilities: Art directing, conceptualising and designing digital and social media campaigns for brands to as well as digital solutions for clients, packaging design, website design, visual identities and logo design.

Clients: MTN Solution Space, Computicket, Diageo, Mint Technologies, TowerBridge and Nurugo.

2014 - 2015

Yuppiechef.com | Senior Digital Designer

Responsibilities: Designing on-site banners, print, packaging, product design and internal collateral. Working with key stakeholders to create online campaigns and managing all design on newsletters.

2007 - 2013

The Jupiter Drawing Room | Senior Art Director

Responsibilities: Creating and developing full 360 campaigns, namely print, TV, outdoor, social media, experiential design, website design, activations, radio, in-store retail and app design (including wireframes, UX, user testing and UI). Developing relationships with clients, presenting to clients, overseeing still photography, TV shoots and radio recordings. Directing animation studios, illustrators and artists.

Clients: Sanlam, Hyundai, Design Indaba, Mediclinic, V&A Waterfront, Musica, American Swiss, Protea Hotels, Woolworths.

2005 - 2007

Bester Burke | Art Director

Responsibilities: Art directing and doing concept work on through-the-line elements like, print, TV, outdoor and promotional collateral. Creating relationships with suppliers, photographers, animators and illustrators.

Clients: Distell Brands, Ceres, Lenthéric, Yardley, Woodlands Dairy, Grand Slots and Mweb.

2002 - 2005

Lowe Bull - Art Director

Responsibilities: Working with Senior Art Directors and creative directors to create, art direct and conceptualize TV commercials, outdoor advertising, POS, print and promotional material.

Clients: Nike, Cape Times, Coca-Cola Brands: Play, Bonaqua, and Powerade. CTICC, HSBC, Johnson & Johnson, Totalsports & Sportscene, Microsoft and Western Province Rugby.

TESTIMONIALS:

"Nicole is a serious asset to a company - she gets involved on so many levels. And to top it off she has a killer sense of humour, so she is a pleasure to have around. She is a confident, team player. She is great with managing others and being managed."

**- Sue Stewart
(Creative Director)**

"She was a dedicated worker, who loved new ideas and creating new opportunities for the brands she worked on. She also brought some light and laughter into the office, with her humour and her approach to life."

**- Jakkie Brink
(Senior Copywriter / Creative Director)**

"Nicole is a lateral, yet logical thinker, she manages to turn ideas into 'I wish I'd thought of that' creative, while still answering the brief. Emotionally, she brings to a team what a good friend brings to a strong friendship. She's tactful and attentive, always goes the extra mile, nothing is ever too much to ask - be it writing radio, brainstorming headlines, or art directing and managing the creation of the world's biggest vuvuzela. Enthusiastic about where to put the logo, what to do on YouTube, and how to bring to life a TVC from a non-existent budget, Nicole is an asset to any company."

**- Annabel Slingsby
(Freelance writer)**

EDUCATION

1994 – 1998

The National School of the Arts Johannesburg

1999 – 2001

AAA School of Advertising Cape Town

Diploma in Visual Communications

Diploma in Marketing Communications

The Jupiter Drawing Room Trophy for Best Art Direction Student

AWARDS

1 x Gold Loerie - Mobile & Interactive

3 x Silver Loeries - Integrated Mixed Media

7 x Bronze Loeries - Newspaper, Integrated Mixed-Media Campaign, Three Dimensional & Environmental Design, Mobile & Interactive Communication, Digital Mixed-Media Campaign

1 x Bronze Bookmarks - Handheld/Phone App

4 x Finalists Loeries - Newspaper, OOH & Ambient Advertising

1 x Finalist One Show - Newspaper

TOOLS

Adobe CC (Illustrator, Photoshop, InDesign)

Keynotopia

Sketch

InVision

SKILLS

Omni-Channel creation and development, E-commerce, UI, UX, Responsive Websites Design, Mobile Apps, Corporate ID's, Email Campaigns, Social Media Campaigns, TV, Print, POS, Experiential design, Activations, Outdoor, In-Store, Product Branding, Visual Identities, Packaging and Logo Design.

MY MISSION STATEMENT

I am an enthusiastic Senior Art Director and Designer currently living in Amsterdam. I'm constantly seeking new ways to create eye catching and thought provoking ideas and visuals utilising the power of relevant strategy, innovation and global trends. I enjoy collaborations, learning new skills and adding value to consumers lives.

I take pride in going above and beyond a task, being optimistic and injecting a little cheer where I can.