

Graphic Designer

Merjem Duraković



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Summary

Graphic designer, self-initiated. I hold a Bachelor's degree from the Academy of Fine Arts, graduating from the Teaching Department in 2023. During my studies, I was exposed to many elements that significantly contribute to the development of my design skills, such as color theory, composition, and typography.

While studying, I also worked as a freelancer, focusing primarily on creating content for social media and photo retouching. Currently, I am employed at an agency where I have expanded this scope and gained extensive experience in producing content for social media platforms like Instagram, TikTok, and Facebook. I am also involved in copywriting and collaborate closely with the marketing team.

In addition to managing social media clients, I work on various printed advertising materials such as brochures, trifold, flyers, banners, and more. I contribute to branding development by defining typography, colors, elements, and icons, applying brand identity across printed media, and creating brand guideline books.

Work experience

• Gate 21

Nov 2023 - Sep 2024

Specialized in the technical facets of 3D modeling, including creating clean topology, converting models to low-poly versions, and detailed modeling of specific components within complex assets. Utilized Photoshop for retouching models and adjusting exposure levels. Played a key role in ensuring all models were fully optimized and production-ready.

• Aktuelno Design

Aug 2024 - Present

At this agency, my work focuses on creating social media ads and visual content for platforms such as Instagram, Facebook, and TikTok, using tools like Adobe Photoshop, Illustrator, InDesign, Adobe XD, and Figma. I design various print materials for selected clients, including brochures, catalogs, trifold, business cards, banners, flags, and apparel prints.

Short and simple video content, primarily Reels, is created using programs such as Adobe Premiere Pro, CapCut, and Canva.

Collaboration with the team plays an important role in branding development, where I help shape color schemes, typography, and the overall visual identity. Supporting marketing efforts, I also craft effective copy for campaigns to ensure visuals and messaging align with client goals and industry trends.

Education

High School Diploma
Civil Engineering Tech

BFA, University of Sarajevo,
Teaching Department

Skills

Branding & Identity

Logo Design

Print & Digital Design

Typography

Social media content

Color Theory

Visual Communication

Collaboration & Teamwork

Client Communication

Software

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Figma

Canva

Color Theory

Visual Communication

Client Communication

Collaboration & Teamwork

Languages

Bosnian – native

English – advanced

Online Presence



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