



Experience

OVERLAPP APP UX DESIGNER 2020-2021

I designed an app for scheduling calls across different time zones. I did all the visual, UI, and UX design, branding and creative direction.

KODA ROBOT DOG APP UX DESIGNER 2020

Visual, UI, UX design, interface element animation, creative direction, and copywriting for an app that controls Koda, an AI-powered robot dog capable of evolving and learning.

BRAIN CORP CREATIVE DIRECTOR 2019 – 2020

Company's brand champion and advocate, and decision maker on all aspects of creative development including Brain Corp's visual identity and overarching creative strategy.

BRAIN CORP UI DESIGNER 2017 – 2020

UI, Visual and Interaction Design for SoftBank Robotics' award winning Whiz® platform and Walmart's AUTO-C and AUTO-D projects.

GUIDIGO UX/VISUAL DESIGN CONSULTANT 2016 – 2019

Provided consultancy for UX and visual design needs for a guided tours publishing platform.

OH! ILLUSIONS CREATIVE DIRECTOR 2016 – 2017

Responsible for creating ideas, concepts and graphics for projection/video mapping experiences executed by a team of 3D animators and other artists I led. Those spatial AR experiences were used as a form of new media for advertising, live concerts and promo events.

ART MATCH CREATIVE PARTNER 2010 – 2017

Created and adapted impactful POS materials for various S.C. Johnson, Unilever and Wrigley Company brands.

FWD CO-FOUNDER & ART DIRECTOR 2006 – 2016

Successfully worked on BNP Paribas Findomestic Bank account for 8+ years. Responsible for the visual style of ads, collateral, and television productions. Created the overall design and was directing teams who developed artwork or layouts.

CAN ADVERTISING ART DIRECTOR 2005 – 2006

Co-created Société Générale Bank housing loans campaign featuring famous LA Lakers player Vlade Divac, that resulted in 56% increase in loan inquiry.

J. WALTER THOMPSON ART DIRECTOR 2003 – 2005

Responsible for successful execution of creative and art direction on assigned projects, either independently or by leading junior creative staff, freelancers, and photographers as needed.

Hello, I'm **Nikola**.

I am a **UI/UX** and **branding** designer based in San Diego, CA.

I aim to improve people's lives by designing **meaningful products**.

Skills

UI and UX design, visual design, animation, wireframing, prototyping, art direction, creative direction, advertising, branding and brand development, typography, iconography, illustration, web design, photography, retouching, print production, and packaging. Phew...

Trivia

Published co-author of children's books, currently being made into a series.

Creator of a satirical Twitter account that now has over 390K followers.

Design consultant for Rhei®, Red Dot-awarded electromechanical ferrofluid display clock designed and made by Damjan Stankovic.

Belgrade International Comics Festival winner of the Best Graphics Award for the comic "Rebellion".

Former volunteer caretaker for youth with disabilities and autism.

Stuff I like

Photography, espresso, travel, ramen, Blade Runner, guitar, The Far Side, Mitch Hedberg, dogs, NASA, John Coltrane, The X-Files, Neil Gaiman, Poorly Drawn Lines, making lists.