

Curriculum Vitae Darko Antanasijevic

Profile Summary

- **Overall Designer**
Invent new brand identity or identify and follow the existing one.
- **Interaction Designer**
Define interface design and interaction in line with brand identity. Take into account distinctive advantages and limitations of technology used.
- **Illustrator, Animator, Visual and Graphic Designer**
Create graphics, illustration and animation for targeted user experience. Enhance the experience with consistent, coherent visuals.
- **Interface and Multimedia Developer/Designer**
Hand-code to pursue original idea and optimize user experience. Integrate media, script interface interaction and communicate with application logic.

Personal Achievements

- Developed ability to touch one's heart, brain and senses with design
- Mastered visual design, usability and interaction to deliver exceptional user experience
- Delivered numerous visually attractive and functionally consistent Desktop, Web and New Media interfaces
- Communicated efficiently, but not timidly, with co-workers, clients and office branches in written and spoken English and Serbian
- Led design team successfully and responsibly

Measurable Achievements

- Designing software platform with **100s of 1000s** of lines of markup
- Created branding for banking platform aimed to support at least **10** software products
- Contributed to receiving **1** Microsoft Partner of the Year Award
- Crafted more than **100** detailed icons for Oil & Gas Industry Reference
- Carried-out production of more than **800** screens for Ford Motor Company e-learning course

Work Experience

Present — 2007, Asseco: Principal UX Designer, full time

Define and implement Experience Software Platform branding. Take responsibility for overall user experience through appearance of a whole and interaction of constituents. Carry out platform and product skinning and controls authoring. Cooperate with platform development to define design requirements, communicate with code-behind and ensure the desired interface functionality, appearance and interaction. Produce raster and vector based visuals and illustration. Illustrate and document design specifications and design guidelines. Provide branding for Experience Branch and other individual products.

Technologies: WPF, XAML/C#

2010 — 2009, National Resources Canada: Freelancer

Deliver Oil & Gas Industry Reference, an informative Web site with emphasis on illustration. Provide detailed icons, conventional user-centered design, interaction and interface visuals. Coordinate client's needs with overall design, accessibility design, server scripting, icon illustration and technical illustration.

Technologies: Flash/ActionScript, XHTML/CSS, ASPX/VB/C#

2007 — 2006, Belcode: Web Designer, full time

Create visual identity for CMS Web application. Understand clients' needs and act upon conclusions to provide raster mockups and markup templates. Rectify imperfections in application implementation. Consult US clients in English language. Brand Web presentations and Web applications with logotypes, illustration and interface visuals. Design and code Flash tutorials and Flash applications.

Technologies: (X) HTML/CSS, ASPX/VB, Flash/ActionScript/XML

2006 — 2004, Cisco: Web Designer, full time

Serve as Web Designer in Cisco Belgrade engineering branch. Responsible for Cisco Bounty and Cisco Pinnacles administration consoles interface: consistency, usability and appearance. According to Cisco Design Guidelines, update, fix and maintain Web and Intranet JSP pages, create and apply icons and other interface visuals.

Technologies: HTML/CSS, JSP/JSF/Java

2006 — 2005, NestOR: Freelancer

Define company re-branding strategy. Create a mascot. Provide high-level design guidelines, visuals and graphics required for company's future branding. Design Web site and define requirements for products photography. Design billboards, exclusive catalogs and flyers for small-scale print.

Technologies: HTML/CSS, ASP/VB, Print

2004 — 2003, Latitude: Flash/Web designer, full time

Serve as Flash and Web designer in Latitude Belgrade office. Determine skinning approach for PresentationPlayer Flash application. Design custom Flash controls. Code custom flash controls. Create several vector skins. Advise Java programmers on Flash ActionScript and integration of code and visuals. Buyer credited PresentationPlayer as "very easy to skin" Flash application.

Technologies: HTML/CSS, Flash/ActionScript/XML

2003 — 2001, Wanadu: Flash Design Team Leader, in-house contractor full time

Lead Flash design team. Interview candidates and train new team members. Determine and optimize Flash structure of multimedia learning course for low-bandwidth streaming. Produce supporting illustration and visuals. Manage team production and project modules integration. Coordinate revisions and bug fixes for numerous project phases. Communicate in English with clients and head office.

Technologies: HTML/CSS/JS, Flash/ActionScript

2001 — 1997, Freelancer and Contractor (professional)

2010 — 1999, Single-handedly designed and developed front-end for number of Internet and multimedia presentations, rich Web content and online games supported with illustration, animation and visuals.

2001 — 1998, Created cover illustrations, posters, comics and article illustrations for primary school magazines.

2001 — 1997, Produced numerous illustrations for books, magazines and comics.

1997 — 1992, Freelancer (semi-professional)

Explore traditional painting, drawing, animation, illustration, typography and design crafts and technologies.

Conclusion

I have a significant experience in cooperation with software engineers on desktop and Web applications. This experience qualifies me for devising, planning and conducting interface design for various software projects. I have used numerous technologies and recognized differences and similarities with

technologies previously used. As a User Experience Designer, Web Designer, Multimedia Designer, Flash Design Team Leader, Animator, Magazine Illustrator and Comic Artist I have proved my skills in creation of beautiful and useful things.

Career objectives

Continue working in software industry on UX design, focusing on both design direction and implementation. Engage in long-term, large-scale projects within stable environment. Concentrate on branding strategy, interface architecture, visual and functional consistency, centralizing and optimizing design assets and creating beautiful interfaces. Stir talented designers toward creating top-quality software, while providing hands-on experience advice. Take into account business needs and technical circumstances to create great products.

Software Skills

- **Expert knowledge**
Adobe Illustrator, Adobe Photoshop, XAML hand-coding, Microsoft Visual Studio and TFS, Microsoft Expression Blend, (X)HTML and CSS hand-coding, Adobe Dreamweaver, Adobe Flash, ActionScript hand-coding, Adobe Acrobat, Axialis etc.
- **Proficiency**
Microsoft Office, Windows Operating Systems (non-server), Mac OSX, XML & Flash integration, Resolving design imperfections in ASPX, ASP, JSP and PHP pages, JavaScript, etc.
- **Basic practical knowledge**
C#, JavaScript, PHP, XML & XSLT, Corel, Freehand, Painter, Linux and Mac OS

Languages

- **English** — written and spoken fluency
- **Russian** — basic knowledge
- **Serbian** — native language

Education

- 1992 — 1997 Masters Degree in Graphic Design, University of Arts, Belgrade
- 1986 — 1990 Secondary prep school, Belgrade

Personal Data

Name: Darko Antanasijevic
Gender: Male
Birthplace: Belgrade, Serbia, Europe
Birth date: April 19 1972
Marital status: Married, two children

Portfolio and CV Links

Website: <http://www.antasijevic.com>
Short CV: <http://www.antasijevic.com/DarkoAntanasijevicShortCV.pdf>
Full CV: <http://www.antasijevic.com/DarkoAntanasijevicFullCV.pdf>

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