

Ana Stojanovic

Digital Designer

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SUMMARY

Creative Digital Designer with 5+ years of experience creating digital experiences across web, branding, UI design, motion graphics, and marketing campaigns. I specialize in designing responsive websites, landing pages, email campaigns, interactive UI elements, and engaging marketing assets using Figma and Adobe Creative Suite.

I bring a strong combination of creativity and problem-solving, with experience delivering projects for international brands in the iGaming and digital marketing industries. I collaborate closely with developers and marketing teams to turn ideas into user-centered designs that support business goals and create engaging digital experiences.

I'm looking for a Senior Digital Designer role where I can continue designing impactful digital products, collaborate with cross-functional teams, and contribute to innovative projects in a creative, fast-paced environment.

KEY AREAS OF EXPERTISE

Brand Identity | Motion Graphics | Web Design | Landing Pages | Email Design | Responsive Design

SKILLS

AI Tools: Gemini | Envato | ChatGPT | Firefly | Claude

UI / UX: Figma | UI Design | Wireframing | Prototyping | User Flows | Responsive Design

Graphic Design: Photoshop | Illustrator | Brand Identity | Logo Design | Typography | Color Systems | Print Design

Digital Marketing: Landing Pages | Email Marketing | Social Media Design | Display Ads | Marketing Campaigns

Motion Design: After Effects | Logo Animation | 2D Animation | GIF Animation | Video Editing

Web Design: Website Design | Component Libraries | Design Systems | Mobile First Design

CAREER HIGHLIGHTS

- Improved design workflows by developing organized Figma structures for client projects, including clear file systems, project folders, brand guideline pages, and centralized asset libraries for faster access and smoother collaboration.
- Created scalable design systems and reusable resources such as branding assets, logos, game characters, promotional elements, and campaign templates, helping teams produce consistent marketing materials more efficiently across multiple brands and markets.
- Implemented a new workflow by introducing a PNG sequence solution through a Figma plugin, solving website performance issues and improving loading speed by 60% while maintaining high-quality visuals.

EXPERIENCE

Digital Designer - Better Collective 2025 – Present

- Designed responsive landing pages, campaign pages, and promotional websites using Figma, improving user experience across desktop and mobile platforms.
- Created marketing creatives, banners, email campaigns, and promotional assets for multiple international brands across sports betting and casino markets.
- Designed interactive concepts including Spin the Wheel experiences, lead forms, and promotional pop-ups while collaborating closely with developers on implementation.
- Produced motion graphics, logo animations, and social media videos using After Effects to support digital marketing campaigns.
- Worked closely with marketing managers, developers, copywriters, and stakeholders to deliver high-quality creative assets within tight deadlines.

Graphic Designer - LoboHouse Marketing Agency 2022 – 2025

- Designed visual identities, logos, websites, and marketing materials for clients across various industries.
- Created social media campaigns, promotional videos, banners, and advertising creatives optimized for Facebook, Instagram, and Google Ads.
- Developed complete branding packages including logo systems, typography, color palettes, and brand guidelines.
- Collaborated directly with clients throughout the design process, transforming business goals into effective visual solutions.

Freelance Digital Designer 2020 – 2022

- Designed logos, business cards, menus, brochures, and promotional materials for 20+ small businesses.
- Delivered website layouts, branding concepts, and digital marketing assets tailored to individual client needs.
- Managed projects independently from concept to final delivery while maintaining strong client communication and satisfaction.

EDUCATION

Bachelor's Degree of Art - Academy of Applied Studies South Serbia

CERTIFICATES

Digital Design Course - [Link](#)

AI Agents Maven - [Link](#)