

Jelena Radulovic

Curriculum Vitae



About



03.02.1981.
Banjaluka, Bosnia&Herzegovina



+971 50 9757 440



whitecalm@gmail.com



www.mytwopixels.me



Jelena Radulovic

Work experience

2014 -

Associate Creative Director, Traffic Digital, Dubai

Head the creative department in the Content division. Lead a team of art directors and designers from project ideation and conceptual development to project delivery. Work with a cross-disciplinary team to help define and execute concept direction and end-user experience strategy. Clients include:

- Unilever
- General Motors
- Revlon
- Mamas & Papas
- Etihad
- GEMS
- Honda

2008 - 2014

Senior Interactive Art Director, Leo Burnett Dubai

Work includes campaign development, conceptualizing, art direction and design, for the following brands:

- McDonald's, Middle East
- General Motors, Middle East
- National Geographic Arabia
- Kellogg's, GCC
- du, UAE
- Diageo, GCC
- Samsung, Middle East
- Dubai International Film Festival, UA
- P&G, GCC
- Kiri (Fromagerie Bel), GCC
- Rainbow Milk, GCC
- Abu Dhabi Islamic Bank

2007 - 2008

Senior Art Director Bates Pan Gulf Group, Dubai

Worked on assembling the digital team, project management, art director, client communication, front-end and CMS development.

- First Gulf Bank
- Dubai Summer Surprises
- H&M
- Baniyas Development

2005 - 2007

Senior Art Director, Omnicom Solutions, Belgrade, Serbia

Worked on project management, campaign development, art direction and design, front-end and CMS development, for the following brands:

- Coca-Cola
- USAID
- Nivea
- Stomatoloski Fakultet, BU
- Procredit Bank
- Alpha Bank
- Karanovic & Nikolic
- nadlanu.com
- Medija Centar, Beograd

2003 - 2005

Web Designer Bravo Design Studio, Banjaluka

Web-designer and administrator. Worked on software design & development, web design and development, client support.

Awards

2013

Silver Dubai Lynx Awards for McDonald's:
- "A Day offline" PR - Best use of social media

2 Bronze Mena Cristal Awards for McDonald's
- "A Day offline" integrated
- "A Day offline" Digital & Mobile

Best integrated campaign Award "A Day Offline" at McDonald's Creative Review Board (CRB) - Hong Kong

2012

2 Bronze Gemma Effie Mena Awards Bronze for:
- McDonald's Family Time Forever campaign
- McDonald's Quality Campaign

McDonald's APMEA Creative Review Board Awards - Singapore
- Best integrated campaign "Family Time Forever"

Dubai Lynx shortlist for McDonald's
- "Family Time Forever" integrated

Mena Cristal Bronze for McDonald's
- "Family Time Forever" integrated

2011

2 Dubai Lynx Shortlists for LVQR
- "The Quest for the Missing Cheese" integrated
- "The Quest for the Missing Cheese" media

2010

Grand Prix Dubai Lynx for Chevrolet
- "Confessions of Corporate Spies" Media

Education

1998 - 2003

Faculty of Science,
Banjaluka, Bosnia&Herzegovina
Majors: Physics/Informatics

1994 - 1998

Banjaluka College
Mathematics/Informatics

Languages

Serbian
English