

OGNEN TRPESKI

Designer | Innovator | Brand Expert

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SUMMARY

Multi award winning full-stack designer. Distinctive, creative, inventive, and hands-on professional. Offering extensive knowledge in: visual, graphic, digital experiences, art direction, branding, print production, product design, prototyping, information design, web-mobile, screen design, strategy and project management. A true team leader and a team architect. Contemporary problem solver and a strategist, filled with limitless inspiration and energy. Capabilities to design anything in any given format following the latest trends and technologies. Remarkable attention to detail along with outstanding time management and prioritization skills. Capacity to carry out higher responsibility without guidance. Power to multitask in a fiercely expeditious environment without compromising product quality.

WORK

Webcollage Design Lead

May 2017 - Present

📍 NYC, NY USA

- Leading cloud-based "SaaS" e-Commerce content management platform
- In charge of the design department, corporate look and feel, brand marketing, creative lead
- Execute the company re-brand, elevate corporate presence, establish powerful identity and cohesiveness
- Collaborate with VP of Marketing, Marketing Manager, Writer, VP of Product, Development Team, CEO
- Graphic-Print Design, Story-Boarding, Storytelling, Sketching, Presentations, Web-UX/UI, Prototyping, Visual Design, Digital Design, Product Design, Animations, Photography, Branding
- Manage design interns, project management, workflow creation, team building
- Implement innovative and progressive marketing initiatives, presentation design, digital content creation, webinars, social media packages, press releases, email campaign creation, newsletters, landing pages
- UX/UI design for "Mosaic" an E-commerce innovative feature for product websites
- UX/UI design for Enhance18, Webcollage global partner meeting, sign up forms, website, event branding
- Conduct interviews, discover and foster talent, hiring decisions, mentor educate and supervise
- Project portfolio for Walmart, Staples, Bed Bath & Beyond, Target, Kohl's, Gladson, Webcollage, FSEnet+
- Design and direct the new private label "sign up" program experiences for Walmart, Target, Staples, Kohl's and Bed Bath & Beyond to accommodate a fully responsive interface
- Instruct and collaborate with development team to produce responsive web/mobile experiences, solutions
- Establish an interim brand platform for the integration of Gladson, Webcollage, FSEnet+, Nutritionix
- Produce brand new marketing collateral and re-design of all existing

GRM Information Management Art Director

April 2016 - May 2017

📍 Jersey City, NJ USA

- Third largest information management company in the world
- In charge of the design department; design lead on all marketing and product initiatives
- Elevated GRM's brand identity (directed the corporate re-brand and positioning)
- Collaborated with CEO, VP of Marketing, Senior Writer to produce brand new marketing collateral
- Designed a total of 83 individual web pages for GRM's new corporate site with over 90 distinct visuals
- Completed UX/UI responsive design for Staples and GRM's partnership website
- Completed UX/UI design for "CarPool" mobile application, containing approximately 46 screens
- Involved in creative brainstorm sessions, educated employees on proper corporate brand presence
- Direct design involvement with GRM's affiliated companies: Zappix, PetPace, VisualVault
- Drove the future of GRM's corporate brand and innovation platform experiences
- Re-structured and created new user experiences for the web portals (eAccess, ROI and Visual Vault)
- Transferred complex information into beautiful infographic experiences, presentations and positioning

Pac Team Group Lead Graphic Designer

November 2012 - March 2015

📍 Paramus, NJ USA

- World leading luxury display and package design production company
- Responsible for complete company brand image and marketing initiatives globally
- Worked directly for: Citizen, Movado, Mionetto, Patron, Tag Heuer, Harry Winston, Scuderia Ferrari, Swatch, Tissot, Nespresso, Henkell, Nuvo
- Graphic/Print Design, Visual Design, Package Design, Product Renders, Technical Drawings, Photography/Retouching, Material Selection, Prototyping, Presentation Design, Industrial Design
- Artwork creation for prestigious brands (watch and jewelry displays, packaging, POP's)
- Supervised packaging production and manufacturing domestically
- Created Lansa Americas website and brand identity, a Pac Team Group owned company
- Created Bar-Mat website and brand identity, a Pac Team Group owned company
- Produced US office location re-design, interior design, architecture planning, floor planning
- Assisted all Pac Team Group international locations on design and marketing initiatives, participate in meetings
- Prepared files for print production, following the process from start to finish

Trpeski Design Designer | Owner | CEO

May 2009 - Present

📍 Paramus, NJ USA

- Founder and owner of a freelance creative solutions design agency
- Provide creative services for clients in multiple industries worldwide

Elie Tahari Designer | Photographer | Retoucher

April 2011 - August 2011

📍 NYC, NY USA

- Lab supervisor, directly assisted lead photographer to run photo sessions
- Photographed fashion apparel and retouched production photos
- Created high-end, sophisticated, clean and simple look books

EDUCATION

BFA - Graphic Design | Photography

William Paterson University

May 2007 - May 2012

AWARDS

"Knock Out Hunger" 2012
T-Shirt Design Contest First Place

"Design for Miley Cyrus" 2012
International Design Competition People's Choice Award

"Trase Shoe" DC Shoes 2014
International Design Competition People's Choice Award

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe Acrobat Pro

Adobe XD

Microsoft Office Suite | Keynote | Adobe Lightroom | AXURE RP | Typography
Photography | Print Production | Sketch | Hubspot | Basecamp | Wordpress
HTML | InVision | Packaging | Technical Drawings | Windows and MAC OS X
Publishing | Frameworks Creation | Advertising | Wireframes | Digital Content
Consumer Behavior | Research and Analysis | Target Audience | Motion Design

LANGUAGES

English ●●●●● Native

Macedonian ●●●●● Native

Serbian | Croatian ●●●●● Advanced

FEATURED IN

Smashing Magazine | Miley Cyrus | DC Shoes | Korto Momolu | Getty Images
William Paterson University | General Mills | Talenthouse | Shoprite |
Korto Momolu | North Jersey | Blurb | PRweb | Fiverr

✓ Affiliated PRO Designer with FIVERR

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