

NASTJA JURICEV - SENIOR CREATIVE & PRODUCT DESIGNER

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I'm a brand and product designer with 10+ years of experience shaping systems across digital products and identities.

I work at the intersection of brand and product — building systems that are visually coherent, behaviourally sound, and robust enough to survive the gap between brief and reality.

CORE COMPETENCIES

Brand Identity & Visual Systems · Campaign & Creative Direction · Product & Platform Design · UI/UX Design & User Journeys · Dashboard & Data Visualisation · Design Systems · Motion Graphics & Broadcast Design · Print & Environmental Design

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Sketch

EXPERIENCE

FREELANCE DESIGNER | OCT 2020 – PRESENT

Brand & Creative

- Concepting and designing multi-channel campaign platforms, including social-first paid media, product launches and digital marketing initiatives
- Developing brand identities and scalable visual systems from concept through rollout, including guidelines and cross-platform apps
- Creating motion graphics, broadcast design and short-form video content for TV, social and digital environments
- Designing campaign assets across web, social, CRM and editorial channels
- Providing creative direction and visual concept development for advertising and brand campaigns

Product & Digital

- Collaborating with product teams and engineers to design digital platforms, dashboards and internal tools, translating complex workflows and data into intuitive product interfaces
- Creating UI dashboards and data-led interfaces for internal tools and broadcast environments, focusing on information hierarchy, clarity of metrics and intuitive interaction patterns
- Developing scalable design systems and UI patterns across digital products and brand ecosystems
- Working closely with engineers to translate design concepts into practical, build-ready interfaces

Clients: Channel 4, Lloyds Bank, Boots, Disney+, Lionsgate, Saatchi & Saatchi, Guardian 1821, Investors in People, User Voice, LOC, Peninsula, Rob Toulson

DESIGN LEAD | INVESTORS IN PEOPLE | FEB 2019 – OCT 2020

- Led the global rebrand, defining the visual identity system, brand guidelines and campaign framework used across international partner organisations and shaped the visual language across marketing, digital platforms and international markets, ensuring consistent brand application
- Designed and launched a major brand campaign that increased website traffic by 90% during launch week
- Delivered campaign creative across digital marketing, social media and web platforms
- Helped transition the organisation from print-first to digital-first communications
- Presented creative concepts and brand direction to senior stakeholders and leadership teams
- Mentored a junior designer and coordinated external collaborators to support brand rollout

CREATIVE DESIGNER | FORTIUS GROUP | DEC 2017 – FEB 2019

- Expanded and evolved the brand identity system and design guidelines across marketing and digital platforms
- Designed two patient-facing mobile applications, translating clinical services and brand principles into intuitive digital interfaces
- Developed UX flows, wireframes and UI designs to support patient onboarding, appointment management and treatment tracking
- Conducted user research and usability testing with patients and clinical teams to refine functionality and usability
- Produced photography, video content and branded collateral across digital and physical media
- Worked cross-functionally with clinical, operational and development teams to ensure consistent brand and product application

GRAPHIC DESIGNER | INSTINCTIF PARTNERS | AUG 2015 – NOV 2017

- Created campaign, brand, corporate communications and motion design for major corporate and consumer clients
- Designed data visualisations and infographics to communicate complex research and insights for corporate and stakeholder audiences
- Produced motion graphics and animated content for digital campaigns