Danielle Petricevic

GRAPHIC DESIGNER

London, UK

I'm an award winning, Senior Graphic Designer with 20 years experience across a wide range of disciplines. I have worked for various design and advertising agencies in New Zealand, London and NYC.

My experience includes, corporate identity, corporate communications, spatial design, packaging, print collateral, advertising campaigns, editorial and pitch presentation design with a special emphasis on conceptual design and communication both in print and online media.

To view my portfolio, please click the link below:
https://www.krop.com/daniellepetricevic/#/

Experience

Senior Designer

McCabe Brands

London
Sep 2018 - Jun 2022

At McCabe Brands I worked across a wide range of projects from branding, packaging, internal comms, presentation decks and advertising campaigns for both print and online media.

Freelance Designer

Saatchi & Saatchi London, FMS Publishing, M&C Saatchi, Spring Studios, Waste Creative Direct Clients: NBC Universal

London, United Kingdom
Jul 2013 - Aug 2018

Freelance designer at various agencies and direct to client.

Agencies: Saatchi & Saatchi London, FMS Publishing, M&C Saatchi, Spring Studios, Waste Creative
Direct Clients: NBC Universal

Contract Designer

TBWA London

London, United Kingdom
Jan 2012 - Jul 2012

At TBWA I worked across a wide range of projects from branding and design through to advertising campaigns for both print and online media. My responsibilities included, designing print ads, books, direct marketing, web banners, pitch presentations and group brainstorming.

http://www.tbwa-london.com/

Contract Designer

Method UK

London, United Kingdom
May 2011 - Sep 2011

At Method I worked across a wide range of projects from branding and design through to advertising campaigns for both print and online media. My responsibilities included, designing logos, books, magazines, websites, group brainstorming, and overseeing and art directing art workers.

http://www.thisismethod.co.uk/

Senior Designer - New Business

JWT London

London, United Kingdom
Jul 2008 - May 2011

At JWT I was responsible for designing and producing all business marketing materials for the agency including documents for pitch presentations, events, creative showcases, organic growth development, direct marketing, branding and artwork as well as liaising with print representatives.

http://jwt.co.uk/

Designer

Naked Design

Auckland, New Zealand
Jun 2004 - Apr 2008

At Naked I worked across a wide range of projects from branding and design through to advertising campaigns for both print and online media. My responsibilities included, designing brand guidelines, art direction and styling for photo shoots, photographing/retouching jewellery, group brainstorming, studio/project management and overseeing and art directing junior designers.

http://www.nakeddesign.net.nz/

Designer

Studio Alexander

Auckland, New Zealand
Jul 2002 - Apr 2004

At Studio Alexander my responsibilities included, implementing design to brand guidelines, art direction and styling for photo shoots, group brainstorming, self promotional materials, designing for both print and online media, artwork through to liaison with print representatives, upkeep of the studio archiving and back-up systems.

http://studioalexander.co.nz/

Junior Designer

Base 2 Communications

Wellington, New Zealand
Mar 2000 - May 2002

At Base Two Communications my role as a junior designer included implementing design to brand guidelines, art direction and styling for illustrators, group brainstorming, designing corporate identities, entertainment/theatre advertising materials, corporate communications and artwork through to liaison with print representatives.

http://www.basetwo.co.nz/

Education

Bachelor of Design with Honours in Visual Communications

Massey University

Wellington, New Zealand
Feb 1996 - Nov 2000