

# ANDELKA MURIC

## VISUAL/GRAPHIC DESIGNER SPECIALIZED IN INTERACTION & STORE DESIGN

T: +39 351 879 1195

E: [andelka.muric@gmail.com](mailto:andelka.muric@gmail.com)

[andelkamuric.com](http://andelkamuric.com)



### PROFILE

From Architect to immersive Interactive/Visual Retail Designer, I am a passionate senior creative with high-ambition, drive and a passion for creating and developing immersive customers experiences for retail clients, including Microsoft, Barilla, Scavolini, Xbox, Gillette, Porsche and Ferrari.

For years I have been developing brand image projects, corporate identity, graphic design, interactive experience design, web design on the WordPress platform and, for passion, interior design projects.

### EXPERIENCE

#### Graphic/Visual Designer

[Arpa Industriale srl/MUSA Hub Milano](#) Jul 2022 - Present

- Designing and processing artworks and creative graphic proposals in line with brand styles of the Broadview Holding companies
- Development of executive graphic and packaging files (including material selection and printing techniques)
- Creation of attractive digital contents for social media, newsletters and promotional banners that improved by 40% the number of the online visits to companies websites and social platforms

#### Graphic/Visual Designer & Social Media Content Creator

[GenGle srl](#) Jan 2021 - Jan 2022

- Defined the visual identity of the brand from graphics to web design
- Art directed (design and photography) for customer-facing website and platform
- Increased brand awareness across platforms through design, photography, and visual strategy

#### Visual/Digital | Interactive Retail Store Designer | UX/UI Designer

[Munogu srl](#) Jul 2014 - Jul 2022

- Creating visually impactful, immersive and innovative graphical and video solutions that step retail brands out-of-the-box within the marketing sphere
- Creating immersive interactive experiences from concept development, user research to complete project
- Defined the look-feel and strategy behind creative projects, storyboarding and translating client ideas into fully-formed projects and products
- Captured the strategic and aesthetic vision of clients, and creative immersive briefs that resulted in functional interactive marketing projects that exceeded expectations

#### Interactive Window (Store) Designer

[Munogu srl](#) Jul 2014 - Jul 2016

- Successfully created a visual template by which all Window Designs for key clients (Ferrari, Porsche etc.) achieved standards, that reduced preparation time to client presentation by 80% and supported the win of key contracts
- The Designer behind immersive, customer-experienced orientated window displays for The Ferrari Interactive Experience (2020) and Porsche Dealer Palm Springs 2019 Launch
- Created Window Designs for Barilla Restaurants (NYC Opening, 2016), Salone de Mobile (2016) and IAAPA EAS Attractions Show (2016), combining the commercial and aesthetic needs of clients in design concept and presentation
- Weaved marketing and brand-building strategies into the big-picture conceptualisation of window displays to boost brand marketing aspirations

### EXPERTISE

- Creative Direction
- Phygital Design
- Design Thinking
- Wireframing (UX/UI/CX)
- Experience Marketing
- Interactive & Graphic Design
- Web/Digital Design
- Social Media Content Creation

### EDUCATION

Politecnico di Milano  
[Master in Design](#)

University of Belgrade  
[Master in Architecture](#)

### IT SKILLS

- ✓ Adobe Creative Suite (Photoshop, Illustrator, After Effects, XD, InDesign)
- ✓ Autodesk AutoCad
- ✓ Figma
- ✓ InVision
- ✓ SketchUp
- ✓ Autodesk Maya
- ✓ VRay
- ✓ Keyshot
- ✓ Wondershare Filmora

### CERTIFICATES

- Google Ads Certificate
- Adobe Photoshop Certificate
- Animation with Adobe After Effects
- Figma Certificate
- Creative 3D illustration with Blender
- UX Design principles