



David Despotoski.

Senior Graphic Designer Master of Arts, MA

Senior Graphic Designer with more than 15 years of experience, specialized in strategic corporate branding, brand development and management, print, web-ready digital content and advertisements.

Contact

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More info

www.despotdesign.com
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Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Microsoft 356
Figma & Miro
Bitrix24 CRM
WordPress CMS

Creativity, Attention to detail, Communication, Team Collaboration, Time management, Brainstorming, Planning, Deadline management, Prioritizing, Multitasking, Strategy development

Languages

English - Professional
Macedonian - Native
Serbian - Native

Work Experience

Senior Graphic Designer, CEO and Founder

Despot Design Studio, Skopje, MK
03.2008 - Present

Responsibilities

- 15+ years of experience in graphic and web design, brand and business development.
- Manage a team of 5+ including artists, designers, copywriters and marketers, to develop creative and effective advertising concepts, from ideation through final projects.
- Create project budgets and timelines to keep on schedule.
- Study design briefs and determine requirements, develop illustrations, logos and other.
- Create wireframes, storyboards, user flows, process flows and site maps to communicate interaction and design ideas.
- Develop and maintain positive client and co-worker relationships.

Achievements

- Completed more than 300 projects in various industries and fields.
- Successful and long-term cooperation with several leading marketing agencies from Eastern Europe.

Brand Manager

Gradba Jasen Construction, Skopje, MK
06.2010—12.2022

Responsibilities

- Created marketing objectives against business unit priorities.
- Created full 360-go-to market plans, content roadmaps and oversaw the creation of the tools for all apparel.
- Managed a high performing and engaged team of 5 marketing specialists and analysts.
- Oversaw content creation (shoots, interviews, video, etc.) for seasonal initiatives and product drops across to be used on all channels including retail, online, paid media and newsroom.

Work Experience

Business Development Manager

Casa Porte - Exclusive Interior Doors, Skopje, MK
05.2017—12.2022

Responsibilities

- Collaborated with business development, marketing, and product departments on the creation of competitive concept proposals.
- Developed new service offerings based on detailed and documented insights of market and client needs.
- Managed and maintained a structured analysis of target markets, clients, and documentation in the CRM system.
- Provided market intelligence and feedback to global and regional teams on the market, industry, and competitors' developments.
- Built and maintained relationships with key contacts at potential clients, consulting companies and partners in order to get access to new opportunities.

Achievements

- Boosted company revenue by 30% during the first year of employment.
- Established new key partnerships with the biggest interior door manufacturer in Europe, resulting in a 40% increase in annual revenue.
- Switched company to new CRM Software Bitrix24 achieving a 50% improvement in customer satisfaction.

Program Manager, USA Exchange Programs

Kouzon Corporation, Skopje, MK and Long Branch, NJ, USA
11.2015 - 04.2016

Responsibilities

- Formulate, organize and monitor inter-connected projects.
- Coordinate cross-project activities.
- Develop and control deadlines and activities.
- Assume responsibility for the program's people and vendors.
- Assess program performance and aim to maximize ROI.
- Prepare reports for program directors.

Marketing Research Specialist

Nirvana Corporation, Long Branch, NJ, USA
05.2015-10.2015

Brand Marketing Specialist

Kouzon Corporation, Skopje, MK
08.2013—04.2015

Education

Master of Design (Advanced), Graphic Design

Billy Blue College of Design, Torrens University Australia, Sydney, AU
Future (06.2023)

Master of Arts, MA, Design and Visual Communications

Faculty of Architecture and Design at University American College
Skopje, MK
04.2013 – 12.2016

- Magna Cum Laude, Issued by University American College Skopje - Sep 2021
- Aesthetics and visual and expression
- Theory of architecture and design
- Composition and photography
- Contemporary architecture, interior and design
- Project management and strategy development
- Adobe Creative Suite

Bachelor of Engineering, B.Eng., Industrial and Product Design

Faculty of Mechanical Engineering at Ss.Cyril and Methodius University
of Skopje, MK
05.2009 - 10.2012

- Mathematics for Engineering and Engineering graphics
- Industrial Design and Design Process
- Computers and Applicative Software
- Manufacturing Technologies, Mechanical components and connections
- 3D Modelling, Virtual modelling, Visualization and simulation
- Graphic Design, Packaging Design, Interior Design and Web Design

High School Mirce Acev Prilep, MK

09.2006 - 06.2009

Certificates

Digital Marketing Foundations
Marketing Strategy: Competitive Intelligence
Marketing Analytics: Setting and Measuring KPIs

Social Media Marketing: Strategy and Optimization
Social Media: Designing a Consistent Brand
Content Creation: Strategy and Tools

Design Thinking: Implementing the Process
Design Thinking: Data Intelligence
Design Thinking: Prototyping

Project Management Simplified

Publications

Role of graphic design in correlation with industrial design – Product

Innovation and
entrepreneurship
03.09.2019

Public Events

Skopje Design Week

05.2011, 06.2012
11.2013