

GEORGE MIHIĆ

Freelance Graphic Designer

CONTACT DETAILS

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PROGRAM SKILLS

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe After Effects

EDUCATION / TRAINING

2013-2016

DE MONTFORT UNIVERSITY

BA (Hons) Graphic Design
(2:1 Achieved)

2022

DESIGN LEADERS COURSE

Course created by Martyn Reding - "Design Leaders Studio"
(Previously lead design at Zoopla, Virgin Atlantic & More Th>n)

REFERENCES

Available on request.

PROFILE

Experienced Freelance Senior Graphic Designer proficient in Adobe Creative Suite; specialising in motion graphics, branding, marketing, and illustration with major global brands. A confident, passionate and positive individual, delivering compelling visual solutions. Known for collaborative spirit and meeting deadlines under pressure. Thrives on challenges to solve problems creatively.

EXPERIENCE

OCT 2023 - PRESENT

FREELANCE DESIGNER - GEORGE MIHIC GRAPHICS

- Led company rebrands from start to finish, liaising with the CEO or Marketing Managers; ***Eyecon Imaging ltd. Prestige Events ltd. Panel Production Machinery.***
- Worked with well-known brand / IP's such as Disney on Ice, The Cube, Hot Wheels, AEW, Blue Man Group and Funky Pigeon.
- Designed ongoing marketing for **The Cube Canary Wharf** from launch - today; Advertising videos, social media campaigns, brochures, exhibition stands, etc.
- Developed strong working client relationships

MAR 2019 - JULY 2024

POMVOM - SENIOR GRAPHIC DESIGNER Pomvom

- Pomvom is a digital platform that seamlessly connects guests to media of themselves captured by Theme park or attraction cameras.
- I mentored a design team of 4 (including myself) - two junior graphic designers and one motion graphics designer.
- I led the design of our "Animated Digital Ride Photos" which was applied to many parks accross Uk/Europe/ USA. These were uploaded to our online digital platform where guests could purchase.
- Thorpe Park / Warner Bros Studios were rebranded in 2024. I was in charge of re-designing all creative collateral for both attractions, such as ride photo overlays, photo booklets, marketing signage, digital signage (animated / static), leaflets, & counterpad price lists, whilst adhereing to strict brand guidelines.
- I led the re-design of all ride photo overlays across our global Theme Parks (which hadn't been updated for many years). This saw a signifcant boost in sales - particularly from rides where photos were not usually purchased.
- I led and designed a full company rebrand where I was to report to our Head of Marketing in 2020.
- Received an award of recognition from my Head of Marketing & CEO when transitioning into my role as Senior Graphic designer and applying myself to the role well.

MAR 2017 - MAR 2019

PICSOLVE - GRAPHIC DESIGNER PICSOLVE

- I joined as the only in-house designer.
- I designed ride-photo overlays, greenscreen fantasy backgrounds, POS signage, price lists and photo folders for some of the top global attractions around the world.

OCT 2016 - JAN 2017

JUNIOR GRAPHIC DESIGNER - TROWERS & HAMLINS th

- Worked alongside the Senior Designer to produce bulletins, advertisements, event materials, posters, and brochures.
- Created social media adverts for LinkedIn
- Digitised all outputs in PDF format and prepared them for external print.
- My finalised work was displayed in offices worldwide and distributed to clients during meetings.

JULY 2016 -

WORK EXPERIENCE - DORLING KINDERSLEY DK

- Based in London - designed layouts for the company's new Human Body encyclopedia, alongside their senior designer.