



CV

Last updated:
September 1st, 2020

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| e-mail | design@ftopolovec.com |
| nationality | Croatian |
| born | 29.06.1993. |
| sex | m |

ABOUT ME

Hi there, thank you for showing interest in my work. My areas of expertise are **User Interface (UI)** and **Brand Design**, in which I have over 6 years of experience and MA education degree background.

As my clients say, my greatest strengths are reliability and ability to listen to their needs, as this is crucial to determine the right project goals. I really like to work with people who are passionate about their field of interest, as it brings out the best of me and makes the entire process for both parties very enjoyable.

Why both User Interface and Brand Design?

First reason is that they bring the most value in coherence. Information age brings us all online, making us more accessible and easily comparable. In order to reduce our competition, it is necessary to differentiate and have a clear value proposition for our customers.

Second reason is that they are my Yin & Yang, one more creative, other more technical. While doing Brand Design I like synthesizing core brand values into appropriate, distinctive and simple visuals. In UI Design, I maintain visual identity of a brand, but the focus is on achieving goals and designing interfaces for flawless user experience. Attention is a limited mental resource we don't wanna waste.

Other interests

I spend a lot of time learning about psychology, self-development, and business via books, audiobooks, podcasts, and courses. Entertainment wise, I like gaming, music (bass player), and martial arts.

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| EDUCATION | <p>2017 — 2019 MA Media Design University North</p> <p>2012 — 2015 BA Multimedia, Design and Application University North</p> <p>2008 — 2012 Media Technician, School for Arts, Design, Graphic and Clothing Zabok</p> |
| LANGUAGES | croatian (native), english |
| DRIVER LICENSE | B category |
| WORK EXPERIENCE | <p>2014 Web Development, CRIDENS d.o.o., Varaždin</p> <p>2016 — 2017 Web Development & Graphic Design, BRUZA IDEJA d.o.o., Varaždin</p> <p>2017 — 2019 UI & Brand Design, Freelance (student contracts)</p> <p>2020 — present UI & Brand Design, Self-employed</p> |
| INTERNSHIP | <p>2015 Graphic Design, iZone, Zagreb Web Design, Human (ex. Web burza), Zagreb</p> |
| AWARDS | Rectors Award for the academic year 2018/2019 by University North |
| EXHIBITIONS | <p>The Exhibition of Croatian Design 1718, Museum of Arts and Crafts, Zagreb, 2018</p> <p>Zagreb Design Week, Museum Nikola Tesla, Zagreb, 2018</p> <p>EDUpolicyLAB, contest exhibition, Gallery f8 Zagreb, Academy of Dramatic Art, 2018</p> |
| PROJECTS | <p>Personal project DCreative, Visual Identity Design, concept, content creation, 2020 — present</p> <p>Event fail fest, Visual Identity Design, Varaždin, 2019</p> <p>Croatian Presidency of the Council of the EU eu2020hr, Visual Identity Design, Zagreb, 2018</p> <p>Initiative metastudij, Web Design & Development, 2018</p> <p>Association mladi bude varaždin, Visual Identity Design, Varaždin, 2018</p> |