



# Luka Kopajtic

Senior designer

Portfolio [portfolio.lukakopajtic.com](https://portfolio.lukakopajtic.com)

Email [design@lukakopajtic.com](mailto:design@lukakopajtic.com)

Personal [lukakopajtic.com](https://lukakopajtic.com)

LinkedIn [@lukakopajtic](https://www.linkedin.com/in/lukakopajtic)

## Experience

independent

2015 - present

### Brand designer

- Helped over 50 brands achieve their business goals through branding, digital asset design, and web design. Worked on projects in sustainability, health, wellness, e-commerce, web3, and event industry.
- Successfully managed projects from initial concept and strategy development through to final launch. Oversaw all aspects of client relationships, including project scoping and concept presentations.

X8C

2021 - 2023

### Head of design

- Led and managed the creative team at a digital marketing agency for 2 years, providing mentorship, and support to ensure every team member performed at their best.
- Streamlined workflows and resource allocation to meet tight deadlines. Implemented efficient processes that ensured projects remained aligned with business objectives.
- Produced high-quality design work that consistently met client expectations. Delivered effective creative solutions that not only looked great but also aligned with business goals.

Faculty Group

2020 - 2023

### Senior designer

- Collaborated cross-functionally with product, development, and marketing teams to. Maintained organized repositories of design files with consistent version control practices.
- Delivered creative solutions for a portfolio of digital-first clients, including graphics for digital marketing campaigns, web platforms, and print materials.

Bsmart

2017 - 2018

### Senior designer

- Worked in a fast-paced performance marketing team, delivering Ad creatives and motion graphics for 10 external clients in E-commerce.
- Focused on performance-driven on-brand product visuals that increased engagement and conversions across several touchpoints.

## Education

B.Sc. Graphic and Media Technology,  
University of Ljubljana

2017 - 2020

Media Production Diploma, Institute and  
Academy of Multimedia

2015 - 2017

## Skills & Expertise

Brand Strategy  
Visual Identity Design  
UX/UI design  
Logo Design  
Print Design  
Advertising Design  
Website Design

## Tools

Figma  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Midjourney  
Framer

## Languages

English  
Fluent

Croatian  
Fluent

Slovenian  
Native