




CONTACT

 (647) 388-5402

 dragica89@gmail.com

 www.linkedin.com/in/dragica-radonjic/

PORTFOLIO

 www.dragicarad.com

SKILLS

Design

Brand marketing, art direction, creative ideation and strategy, interaction design, motion graphics, audio, video editing, AR, and interaction design

UI/UX

User research, journey mapping, wireframing, user personas, prototyping and user testing

Software

Adobe Creative Suite, Miro, Microsoft Office Suite, Spark AR, Lightform, Pro Tools

DRAGICA RADONJIC

Dynamic and creative designer with experience leading innovative design projects across digital and print media. Proven ability to craft compelling visual solutions that drive brand engagement, enhance user experience and deliver measurable results.

EXPERIENCE

ART DIRECTOR

JAM CRM (2022 - 2025)

- Led the creative direction of CRM campaigns for clients such as Bell, BMO, Virgin Mobile, Mount Sinai Hospital, Joe Boxer, Petco, and more
- Ensured visual assets aligned with client branding, target audience, and objectives
- Designed marketing materials for various clients, including emails, direct mail, banners, social media ads and landing pages
- Collaborated with copywriters and account team to present creative concepts and design solutions, integrating feedback to refine and deliver successful campaigns

MULTIMEDIA DESIGN STUDENT MENTOR

HUMBER COLLEGE (2022 - PRESENT)

- Provide mentorship to design students, offering tailored portfolio reviews and constructive feedback to enhance the quality of their work
- Guide students in refining and enhancing their design concepts, ensuring they align with industry standards

MUSIC EDUCATION SPECIALIST

MERRIAM SCHOOL OF MUSIC (2012 - 2022)

- Educated students of all ages and learning styles
- Increased customer retention by developing creative teaching methods and strategies

RECORDING ENGINEER

PHASE ONE STUDIOS (2008 - 2012)

- Engineered, recorded, mixed and mastered audio for major artists
- Negotiated with radio stations across Canada and U.S. for artists' airplay time
- Composed and performed piano music for artists



ACHIEVEMENTS

Academic Award of Excellence, Humber College

For achieving the highest overall honours average in the program

ARCT Diploma, Royal Conservatory of Music

Piano Performance with honours

LANGUAGES

English and Serbian (fluent)

HTML/CSS

EDUCATION

MULTIMEDIA DESIGN & DEVELOPMENT WITH HONOURS

HUMBER COLLEGE (2020 - 2022)

- Multimedia, motion, graphics, digital audio design, video, production, UI/UX, web technology and augmented reality

SOUND & MUSIC RECORDING

RECORDING ARTS CANADA (2007 - 2008)

- Sound production, recording, mixing and mastering

TRAINING & CERTIFICATES

MAKING ACCESSIBLE MEDIA

HUMBER COLLEGE (2021 & 2022)

- Inclusive and Accessible Design in Broadcast Media certificate

ADOBE AFTER EFFECTS: NOVICE TO EXPERT

UDEMY (AUG. 2021)

- Certificate

ADOBE XD: PROTOTYPING TIPS & TRICKS

LINKEDIN (AUG. 2021)

- Certificate

CSS ESSENTIAL TRAINING

LINKEDIN (JAN. 2021)

- Certificate

ADOBE ILLUSTRATOR

LINKEDIN (JAN. 2021)

- Certificate