Petar Kovacevic

Graphic Designer

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EDUCATION

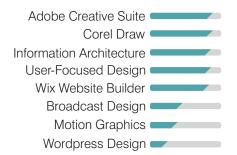
Public Relations Business School P.R.A. Educa

PR Manager Diploma 1999 - 2000

University of Montenegro

Honours, Bachelor of Arts 1990 - 1994

TECHNICAL SKILLS



SOFT SKILLS



AWARDS

IPRA Golden World Award for Public Educational Campaign IPRA International London, 2002

Honours & High Distinction University of Montenegro, 1993

GET TO KNOW ME

I am passionate about drawing and painting digital arts and sports. My interests are also in learning new skills and acquiring knowledge in the emerging fields of creativity.

WORK EXPERIENCE

2021 Senior Advisor for Art, Design and Creative industries 2017 Ministry of Culture, Cetinje, MNE

- Program manager and montenegrin representative in the Board of Directors of BJCEM Biennale des jeunes créateurs de l'Europe et de la Méditerranée.
- Design of the visuals and catalogue for the Adriatic and Ionian Initiative - International Art Colony, May - June 2019
- Project manager on "Agro Design Montenegrin Culture of Food" part of the "Creative Montenegro" Programme.
- Designing visuals for "MONET Initiative Culture in MOtion in Adriatic NFTwork of Museums".

2015 **Graphic Designer & Art Director**

AMC Communications, Budva, MNE 2004

- Southeast Europe and EU Summit designing visual identity and promo materials, indoor/outdoor print materials.
- Concept and design for the first Hotel Directory of Montenegro in 2005 then editions for Podgorica and Budva. Concept/design for Montenegro Meeting & Incentive Guide. TO Budva's Conference Directory 2013 and 2014 issues.
- · Wild Beauty Awards creating print & TV visuals, call for entries advertisements, posters, billboards, roll ups...
- National Cuisine of Montenegro campaign for National Tourism Organisation and Ministry of Tourism - visual identity, print & broadcast design. Publications such as Wine & Dine, Traditional Cuisine of Montenegro - Cook Book.

2003 Graphic Designer & PR Manager

P.R.A. Agency, Podgorica, MNE 2001

- · Designing for Governmental agency for privatisation and for promoting foreign investments all promotional materials including advertisments in Forbes, Financial Times...
- "ZDRAVO against drugs" campaign for UNICEF Montenegro - design & art direction of campaign, coordinating correct usage of visuals through whole campaign in various media (TV, web, print materials etc.)
- Creating visual identity for the process of Mass voucher privatization in Montenegro, creating visuals for whole process that included print & various media materials.

Graphic Designer & Prepress 1999

1997 EUROGRAFIC, Budva, MNE

> Designing materials for Euromarket bank NLB group and for the large tourism industry group (over 20 hotels), then ensured high quality printing of all client's print communications.