



Biljana LAZENDIC

Contact

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About me

Experienced in graphic design & digital marketing with a focus on creating inspiring and functional user experiences. My experience enables the effective implementation of modern marketing strategies. Married, mother of two children.

Education

2010 - 2014

**Bachelor's Degree
in Graphic Design (180 ECTS)**

Faculty of Technology,
University of Banja Luka

Soft Skills

A responsible, self-driven, and focused professional with strong organizational skills.

Languages

Serbian, Croatian, Bosnian
English – Professional
German – B1 level (actively learning)

Experience

January 2024 – present TEC-IT, Steyr, Austria

Graphic Design & Digital Marketing

- Creation and management of content for social media
- Production and editing of video material for YouTube
- Maintenance and updating of website content
- Management of social media channels
- User interface design for TFORMer Designer and Barcode Studio
- Design of printed marketing materials as needed
- Planning, creation, and distribution of newsletters
- Design and implementation of landing pages in Webflow
- Performance analysis and optimization of digital presence

2020 - 2023 LANACO Company, BiH

Graphic Design & Digital Marketing

- Developed e-learning content for LMS platforms
- Designed websites and created social media content for Lanaco Education and Itivity Junior
- Managed e-marketing campaigns, including newsletters and Facebook ads for both brands, Lanaco Education and Itivity Junior
- Participated in the Itivity Junior project offering coding courses for children

2019 - 2020 Codexity Ltd, BiH

Graphic Designer

- Poster, flyer, and T-shirt design
- Logo creation and branding
- App user interface design
- Creation of visual content for social media

2016 - 2019 Atlantik BB, BiH

Team Lead in the Graphic Department

- Led the graphic post-production team
Responsible for organizing and overseeing prepress operations in a team of over 50 people during peak season

2015 - 2016 Dap Solutions, BiH

Graphic Designer

- Car wrap design
- Poster, flyer, and T-shirt design
- Logo design and branding

Software skills

Adobe Creative Cloud, Articulate Storyline, Figma, CapCut, Camtasia, Meta Business Suite, Mailchimp, MS Office Tools, Canva, Google Analytics, YouTube Studio, Webflow