

# Mario Nikolic

(646)733-6530  
mario.nikolich89@gmail.com  
www.mariomovement.com

## software

Figma  
Sketch  
InVision  
UX Pin  
Abstract  
Adobe XD  
Illustrator  
Photoshop  
InDesign  
After Effect  
Premier

## programming skills

HTML  
CSS

## language

English  
Serbian  
Spanish

## experience

### **Visual Designer** | Hydrogen (NY, NY)

06|2019–Present

Develop the design system to support the needs of robust white-label apps

Create data visualization color patterns and design data chart solutions for fintech white-label products

Develop brand standards for animation, illustration, color, and iconography

Optimize existing white-label apps to fit the needs of Hydrogen SaaS platform (B2B)

Work on different stages of white-label app development

Work on rebranding Hydrogen online presence

### **Visual Designer** | Eximchain (Singapore, Remote)

10|2018–04|2019

Extended the design system library to support mobile and desktop app needs

Built new brand visual identity and designed a brand guide booklet

Designed web and mobile app flows and mockups

Created animations for web, mobile app, and marketing activities

Designed illustrations and icons for web, mobile, and desktop app

### **Motion Graphic Designer** | Clinch (NY, NY)

02|2016–09|2018

Designed ad templates for Clinch SaaS platform (B2B)

Designed demo video and display creatives for client on-boarding which tripled client base

Modified existing Scripts to accommodate programmatic creative needs

Made ads dynamic by connecting client feed to the elements of the ads

Optimized ads layout which was a 4x performance increase compared to the industry average

### **Graphic Designer** | Farmia (Belgrade, Serbia)

01|2014–01|2016

Designed D2C Farmia.rs e-Commerce website which resulted in 100,000 listings that positioned the company as a leader in the industry

Increased user acquisition by 10% by optimizing the design of Farmia.rs

Designed creatives for the company's offline and online marketing activities

Collaborated closely with Farmia bloggers to ensure consistency in delivery and quality

## education

### **B.F.A. in Graphic Design** | Queens College - CUNY

Graduated 08|2020

### **B.S. in Audio and Video Technologies** | Visoka skola

Elektrotehnike i Racunarstva (Belgrade, Serbia)

Graduated 06|2012