



# Karla Matijasic

## Art director

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### PERSONAL DETAILS

Viale Campania, 33  
20 133 Milan  
+ 385 95 807 19 65  
karlamatijasic@gmail.com

### AREAS OF EXPERTISE

- Art direction
- Branding, corporate identity
- Fashion photography
- Postproduction
- Photoshop
- Illustrator
- InDesign
- Basic knowledge of Flash, Final Cut, Keynote

### EDUCATION

Bachelor's degree,  
graphic design at  
Istituto Europeo di Design  
Milan, Italy

### LANGUAGES

Croatian-native  
English-fluent  
Italian-fluent

*For the past 4 years I have been working at Dolce&Gabbana's headquarters in Milan. I entered the company as a graphic designer in their digital department and one year later I was assigned as art director of Swide.com, their online luxury magazine. Previous to Dolce&Gabbana, I worked with Ogilvy&Mather, where I dealt with clients such as American Express, Vodafone, IBM, Barclays etc. I earned my bachelor degree in graphic design in 2008 at the European Institute of Design in Milan, studying in English and learning Italian. I am originally Croatian, where I lived and studied until I was 18.*

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### WORK EXPERIENCE

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#### DOLCE&GABBANA - art director of their online luxury magazine Swide 2012-2015

Responsible for the image related identity of the magazine. Regularly developing graphic solutions for everyday articles that will interpret specific concepts of the current collections. Generally overlooking the image related content that is published every day making sure that all of it stays inside the margins of the brand's guidelines and supports the identity and the DNA of the brand.

##### Duties:

- Developing content that satisfies the excellence standards established by the two stylists
  - Ability to work with the fashion editors but also other team members making sure that the requests of the creative director are respected and well executed
  - Develop and organize creative concepts according to creative brief requirements
  - Communicating design visions and rationale clearly to the external collaborators that are temporarily collaborating with the brand and their work will be published in the magazine
  - Managing and directing photo-shoots and collaborating with the brand's video department, guiding them to produce quality content in the brand's best interest
  - Involved in developing the brand's culture and high quality standards
  - Attending fashion shows, global meetings and internal educational programs
  - Mentoring junior staff in development of graphic contents for the magazine
  - When needed, using my photography skills for creating magazine's content like fashion show backstage, campaign shooting backstage where dealing with celebrities, top models, makeup artist and stylists but also doing smaller shootings at the in-house photography studio
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#### DOLCE&GABBANA - graphic designer at their Digital Marketing Communication Department - 2011-2012

Responsible for developing and executing creative concepts for digital design platforms. Regularly liaising with the technology team to ensure the best creative solutions are realised, implemented and delivered.

##### Duties:

- Developing cutting edge web design solutions for in-house products
- Working closely with the creative director in order to find best graphic solutions that are in the brands best interest
- Excellence through innovative and creative concepts across all digital media
- Ability to work with other project managers and teams of creative designers
- Develop and frame creative concepts according to creative brief requirements



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OGILVY&MATHER - *junior art director in OgilvyOne department specialized in branding and direct marketing - 2009-2011*

Responsible for developing and executing print based creative concepts for worldwide known brands. Dealing with different accounts on daily basis and together with my supervisor delivering best solutions for client's needs.

#### Duties:

- Juggling diverse high ranged clients on strict deadlines
- Ability to work with other project managers, copywriters and teams of creative designers
- Working closely with the senior supervisor and following the lead on how to manage big accounts
- Making my first presentations of the projects I followed from the beginning to significant clients and agency's important accounts
- Working closely with the execution department making sure the printing techniques and processing that I will choose to propose to the clients are best solutions and making sure the final products will look exactly as promised to the client
- Attending conferences, educational programs, international innovative graphic design festivals
- Following photo-shoots for Autogrill, one of Italy's biggest food chains, when producing their campaigns

#### Accounts:

American Express, IBM, Vodafone, Barclays, Chiquita, Bausch&Lomb, Autogrill, Uptown Palace Hotel, etc.