

ALEKSANDAR TANACKOV

SENIOR MULTIDISCIPLINARY DESIGNER

Location: Novi Sad, Serbia | Available Globally

Portfolio: aleksandar-tanackov-design.netlify.app

Contra: contra.com/aleksandar_tanackov_w546p5gk

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Senior multidisciplinary designer driven by a formal education in Graphic Design. I specialize in bridging the gap between corporate strategy and clean, expressive visual intuition. With deep expertise in building comprehensive brand identity systems, functional UI/UX architectures, and dynamic motion content, I ensure that every digital product I touch carries absolute technical precision backed by the undeniable character of a human hand.

CORE COMPETENCIES

Product & UI/UX Design: High-Fidelity Prototyping, Interactive Dashboards, Mobile App Design, User-Centric Layouts, Figma Component Systems.

Brand Architecture: Multidisciplinary Identity Systems, Concept Vectors, Typography, Luxury Packaging, Brand Guidelines.

Motion & Art Direction: Kinetic Strategy Animation, Dynamic Social Loops, Narrative Motion Layouts, Traditional Fine Art & Surrealist Illustration.

PROFESSIONAL EXPERIENCE

Independent Senior Designer | UI/UX, Brand & Motion

2020 – Present

Freelance / Contra Platform

- Architect and deliver premium digital products, mobile applications, and corporate branding systems for global clients.
- Designed complex, high-fidelity UI/UX dashboards for FinTech (Trading Apps), Logistics (Speed Delivery App), and automated corporate tracking panels, prioritizing clean data visualization and seamless user flows.
- Directed complete maritime, hospitality, and e-commerce brand identities (e.g., Tigerfish, Hebrew Coffee, Mountain Gateway), scaling core concepts into cohesive digital and physical packaging.
- Produced immersive, kinetic motion graphics and dynamic vector loops for corporate consulting firms and social media campaigns, driving higher digital engagement.

Lead Graphic Designer

2017 – 2020

Creative Design Agency

- Led visual design for comprehensive digital marketing campaigns, ensuring brand consistency across print and digital media.
- Collaborated with product teams to translate complex client requirements into intuitive, minimalist design solutions.

EDUCATION

Degree in Graphic Design

2017

Academy of Arts, Novi Sad

- **Focus:** Formal visual communication, color theory, typography, conceptual illustration, and traditional fine art methodologies.
- *Note: This foundational training heavily influences my current approach to human-first, structurally precise UI/UX design.*

FEATURED DIGITAL KITS & CONTRIBUTIONS

- **Figma File App Framework:** Created and distributed a complete, high-fidelity mobile application design kit for the design community.
- **Luma Kids Pack:** Illustrated and distributed custom character vector assets.
- **Fine Art Legacy:** Active contributor and featured artist on Saatchi Art, maintaining a traditional practice in oil texture, ink canvas, and charcoal drawing.