

Lazar Stanišić

Independent Brand Designer

BRAND IDENTITY / VISUAL SYSTEMS / CAMPAIGN FRAMEWORKS

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WORK EXPERIENCE

PropFirmMatch.com

2023 — Present

INDUSTRY: FINANCE

- Led the Prop Firm Expo brand identity — visual direction, modular design system, and event frameworks across digital and physical touchpoints.
- Translated complex trading data and research into clear editorial graphics, infographics, and visual content.
- Collaborated across marketing, compliance, analytics, research, content, and product teams to maintain brand consistency across all channels.
- Built reusable design-request templates and production systems that reduced creative bottlenecks across the content team.

Anlu13 — Bull Digital Ad Agency

2019 — 2023

INDUSTRY: SOCIAL MEDIA

- Managed 20+ concurrent client accounts — delivering static and animated campaign assets on parallel deadlines.
- Translated client business goals into content plans and promotional campaigns across digital channels.
- Collaborated directly with clients on concept development, creative direction, and brand-guideline adaptation across platforms.

Independent Practice

2012 — Present

INDUSTRY: DESIGN

- Developed brand identities, visual systems, and campaign assets from concept through final digital and print production.
- Owned projects end-to-end as sole point of contact — briefs, concepts, presentations, revisions, and delivery.
- Expanded into 3D visualisation, motion, and custom creative tools to support visual direction and production workflows.

SELECTED ACHIEVEMENTS

20+ Concurrent Clients — managed parallel creative accounts across startups, coaches, and established businesses at Bull Digital.

15K+ Design Audience — built a design-education following in Serbia around freelancing, portfolios, and career development.