

ALEKSANDAR BABIĆ

CREATIVE DIRECTOR / PACKAGING DESIGN

+381 65 911 0 911 office@sensocreative.com sensocreative.com Belgrade, Serbia



PROFILE

My vast experience in various segments of production and technical expertise in software and printing allow me to realise any kind of graphic design project successfully. After 15 years of working in the industry, involved in different scale projects, I have acquired the ability and skills to understand marketing communication goals and implement corporate design standards in every graphic design realisation.

Besides creative and esthetical standards throughout my academic education, I have developed goal-driven and project-oriented skills that are allowing me to create practical solutions within a given time and resource frame.

CREATIVE SKILLS & SOFTWARE

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Creative Strategy and Design

Print Design and Prepress

HTML & CSS

Wordpress

MacOS

LANGUAGES

English

Professional working proficiency

French

Limited working proficiency

Serbian (BHS / Bosnian, Croatian, Serbian)

Native or bilingual proficiency

PASSIONS



Packaging Design



Fitness



Photography



Travel

SOCIAL MEDIA

linkedin.com/in/senso-babic

behance.net/sensocreative

instagram.com/babic.babic

WORK EXPERIENCE

2009 - Senso Creative / CEO & Creative Director

Working with domestic and international clients, Senso is a full-service creative agency based in Belgrade, Serbia. Our expertise includes premium creative production for marketing communications. Senso is specialized in packaging design and branding solutions in the FMCG industry. With 15 years of experience in the field and more than 700 successfully launched packaging design and branding projects, Senso is recognized as one of the leading packaging design agencies in the region.

2012 - BLC College Banja Luka

Lecturer and senior assistant at Banja Luka College in the field of graphic design and new media (digital photography, media culture, visual communications, media management, design).

2007 - 2015 - Airbnb Official Photographer / Belgrade, Serbia

Official representative and professional interior photographer for US company. More than 600 successful location photo shootings of various real estate listings, including professional lighting and postproduction, for demanding Airbnb quality standards.

2005 - 2009 - Freelance Graphic Designer & Photographer

Starting professional career as a graphic designer, working mostly for German advertising agency Agentatwork from Essen, on various graphic design projects and advertising campaigns on international markets.

EDUCATION

PhD Studies, 2013-2022

Management in Culture and Media
Faculty of Dramatic Arts, Belgrade, Serbia

MA in Cultural Policy and Management, 2010-2011

University of Arts Belgrade, Serbia
University Lumière Lyon 2, France

Bachelor in Media Management, 2006-2010

Faculty of Management, Novi Sad, Serbia
Alfa University

High School - IX Belgrade Gymnasium, 2002-2006

Belgrade, Serbia

ACADEMIC CAREER & PUBLICATIONS

- A. Babić (2010), Sloboda, uticaj i uloga medija u načinu razmišljanja mladih, BLC college, naučni skup;
- A. Babić (2010), autor poglavlja u udžbeniku Organizacija u medijima: „Organizacija reklamne agencije“, Fakultet za menadžment, Novi Sad;
- A. Babić (2011), Clio: u kulturnoj misiji, časopis Kreativna Srbija: novi pravac razvoja; br 1, str. 75, Beograd, (COBISS.SR-ID 187918860);
- A. Babić (2013), koautor poglavlja (Novi mediji i Internet) u monografiji „Uvod u medije i komunikacije“ Besjeda, FMIK, BLC, Banjaluka, str. 259;
- A. Babić (2015), Transformacija organizacione kulture javnog radiodifuznog servisa, Zornik radova Međunarodna naučna konferencija MES, Banjaluka, str. 7;
- A. Babić (2016) Plasiranje proizvoda u film, Zornik radova - Međunarodna naučna konferencija MES, Banjaluka, str. 42;
- A. Babić (2016), Digitalno doba i tradicionalna televizija u Srbiji (2016), časopis AKTUELNOSTI, br 35, str. 43, Banjaluka;
- A. Babić (2018), Arhiviranje digitalne fotografije, stručni rad, MES 2 - "Digitalizacija medija i ekonomija postindustrijskog doba".
- A. Babić (2021), Uticaj specijalnih tehnika štampe na dizajn ambalaže za hranu, stručni rad, časopis AKTUELNOSTI, br 40, str. 21, Banjaluka
- A. Babić (2021), Faze procesa dizajna ambalaže, stručni rad, časopis AKTUELNOSTI, br 41, str. 36, Banjaluka