



# Ivan Habalic

ART DIRECTION, DIGITAL / PRODUCT DESIGN

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## EXPERIENCE

### 21 Grams (Real Chemistry), New York

Product Design Lead / Art Supervisor, Freelance

08 / 2023 - 03 / 2024

Duties: working with Experiential Team on UX problem solving and digital execution (website design, interactive digital panels - iVis, Point of Care, social media ads) for Balversa, Talvey, and Akeega pharmaceutical brands

### Freelance / Self Employed

01 / 2023 - 08 / 2023

Brand design

Brand development for several small business (HeilpractiCare, Proata, Strings&Keys, Sea LaVie)

### Havas Health Plus, New York

Freelance Art Supervisor

10 / 2021 - 11 / 2022

Duties: working with CD's on Dupixent team / executing concepts into effective digital and print ads (HTML banners, interactive panels, social media ads, emails, outdoor displays, brochures)

### McCann Health New York

Art Supervisor, Digital

04 / 2021 - 08 / 2021

Senior Digital Designer

06 / 2019 - 04 / 2021

Digital Designer

06 / 2017 - 06 / 2019

Duties: working with the account, strategy, and UX to deliver the best visual, functional, on-brand solutions for our clients / concepting + designing (primarily) for digital experience: websites, HTML banners, light animations, social media videos, animated and flat posts, wallboard / digital product launch and post-launch quality assessment process / mentoring junior level AD and directing freelance AD support on projects

### Black & Black Creative

Digital Designer

06 / 2015 - 06 / 2017

Duties: concepting, wireframing and designing websites and mobile apps / designing digital marketing assets (newsletters, banner ads) / motion design & video editing / branding & identity / print materials & packaging / client relations (client communication, design presentations)

## EDUCATION

### Fashion Institute of Technology New York

BFA Advertising Design / Creative Technology Minor

05 / 2015

AAS Communication Design

05 / 2013

### Public Open University Zagreb

Diploma in Photography

05 / 2004

## SKILLS

### Creative

Adobe CC Suite (PS, ID, AI, XD, PR), Sketch, Figma / Digital & Analogue Photography

### Other

F&B customer service, leadership / 10+ years of international experience in hospitality (assistant manager, fine dining server, mixologist / London, Zagreb, New York, Grand Circle Cruise Line)

Languages: Croatian (native), English, German (basic)

Military service: Croatian Presidential Guard - Private First Class