Full-time Part-time Freelance

Pavle Ceranic

Brand & Identity Designer with 10 yr/exp

SERBIA, BELGRADE



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Education

Metropolitan University Belgrade
Graphic Design
2009 - 2013

Experience (full time)

Senior Graphic Designer
TR3| Creative Agency • Full-time
May 2025 - Present • 1 yr 3 mos

Broadcast Brand Designer
Newsmax Balkans TV • Full-time
Sep 2024 - May 2025 • 9 mos

Brand Designer
Insajder • Full-time
Sep 2021 - Sep 2024 • 3 yrs 1 mo

About me

Brand and identity designer with over ten years of work, from the first rough prototype of a mark through to a complete brand system in use.

My core is identity: the mark, the type, the color, and the rules that hold them together. Around that I build everything a brand needs to go out into the world, print and screen, static and interactive, from a single asset to a full system handed over for development.

I work the same way on a new identity as on a redesign, for a small operation finding its first look or a large organization keeping one system consistent.

I follow AI closely and use it where it earns its place, and I work on the design side of AI products. The logo itself I always draw custom, in vector.

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