



Gordana Vojinović

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Work permit: Montenegrin **Gender**: Female **Date of birth**: 25/10/2000 **Place of birth**: Bijelo Polje, Montenegro **Nationality**: Montenegrin

WORK EXPERIENCE

University of Donja Gorica, Faculty of Design and Multimedia

City: Podgorica | **Country**: Montenegro

[16/10/2024 – Current] **University teaching assistant**

University of Donja Gorica, Faculty of Design and Multimedia

City: Podgorica | **Country**: Montenegro

[15/01/2024 – 15/10/2024] **Internship**

EDUCATION AND TRAINING

[10/2023 – Current] **Master's Studies - Graphic Design**

Faculty of Design and Multimedia, University of Donja Gorica <https://www.udg.edu.me>

City: Podgorica | **Country**: Montenegro

[09/2020 – 09/2023] **Bachelor of Graphic Design - Top Graduate of the Class of 2020/2021**

Faculty of Design and Multimedia, University of Donja Gorica <https://www.udg.edu.me>

City: Podgorica | **Country**: Montenegro

[09/2016 – 06/2020] **High School Diploma**

Gymnasium "Niko Rolović"

City: Bar | **Country**: Montenegro

LANGUAGE SKILLS

Mother tongue(s): Montenegrin

Other language(s):

English

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Italian

LISTENING A2 READING A2 WRITING A2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Blender 3D | Adobe Software Suite | UX/UI Design | Web Design | Visual Identity Development
| Video Editing | Video Production | 3D Modeling | Product Design

PUBLICATIONS

Some Guidelines for the Strategic Development of Communication Activities Based on the Analysis of the Promotion and Perception of China in the Montenegrin and European Context from the Aspect of Identity and Image

[2024]

Reference: Some Guidelines for the Strategic Development of Communication Activities Based on the Analysis of the Promotion and Perception of China in the Montenegrin and European Context from the Aspect of Identity and Image

PROJECTS

[01/09/2024 – Current]

BeesCreative - Packaging Innovation through Design Thinking

Project leader. Led the development of a sustainable juice packaging prototype using design thinking methodology. Combined biodegradable materials, user-friendly structure, and visual clarity to create a market-ready packaging model that balances form, function, and ethics.

[06/2025 – 07/2025]

"Power of the Small" – Development Program (Ministry of Economic Development | EU-funded)

Engaged as creative lead for multimedia content within the EU-funded *Power of the Small* program, implemented by WeGlobal under the Ministry of Economic Development in Montenegro. Responsibilities included scriptwriting, directing, filming, and post-production of advertising videos for two selected companies. I also developed the full visual identity and multimedia assets for the official national conference held on July 4th, 2025, at the Hilton Hotel in Podgorica. The materials were presented in the presence of ministers, the EU Ambassador, representatives of the Ministry, the Science and Technology Park, and leading business stakeholders from across the country.

[10/2024 – 04/2025]

SMART Ideas Competition, ReLink platform - April 2025 (Team award) - Business idea

SMART Ideas Competition - Awarded first place by a jury composed of representatives from the Chamber of Economy of Montenegro, the University of Donja Gorica, the University of Montenegro, and experts from the business sector.

[20/07/2024 – 28/02/2025]

Stone monument ensembles and the climate change impact - STECCI HORIZON

Prepared video content and co-developed the communication strategy for the STECCI HORIZON project, which focuses on the effects of climate change on medieval stone monuments. The project's findings and materials will be showcased at the inaugural *STECCEI Conference: Preserving Cultural Heritage in Times of Climate Change*, scheduled for September 2025 at the University of Applied Arts Vienna, promoting international dialogue on safeguarding cultural heritage amid environmental challenges.

[02/2024 – 02/2025]

International scientific and professional Conference Information Technology

For two consecutive years, I have been responsible for the comprehensive visual design, event cinematography, and video production for IT2024 & IT2025, held in Žabljak, Montenegro. My role encompassed full-cycle filming and post-production editing, alongside the creation of all event design materials. The conference, a key regional forum on high-performance computing, artificial intelligence, and digital transformation, convenes over 100 students, researchers, and industry leaders.

[01/01/2024 – 20/07/2024]

Cultural Branding: Visual & Video Design for Chinese Heritage

Involved in the conceptualization and production of high-impact video content and visual design assets aimed at promoting Chinese culture, highlighting traditional arts, cultural heritage, and contemporary expressions of identity. The project, along with the accompanying research paper to which I contributed, was presented to representatives of **Beijing University**, opening potential avenues for international collaboration in cultural exchange and the creative industries.

[01/01/2024 – 07/07/2024]

Western Balkan entrepreneurial university alliances - keeping in touch for lifelong relations - AL4LIFE

Designed promotional materials and the project magazine for AL4LIFE – Western Balkan Entrepreneurial University Alliances, supporting the project's visual identity and communication outreach. Within this framework, I also create design assets for alumni activities at my university, having produced two electronic magazines since the alumni community's establishment.

[03/2024 – 04/2024] **Free Market Road Show – Visual Campaign Design**

Designed promotional visuals for the *Free Market Road Show*, covering 50 cities across Europe and the U.S. Created cohesive assets for social media, websites, and event announcements, ensuring a consistent visual identity across all platforms and audiences.

[01/2024 – 02/2024] **The Collection Magazine – Wedding Section Design**

Commissioned as the designer for the wedding section (pp. 328–343, Vol.37) of *The Collection Magazine*, a high-end regional publication targeting elite tourists and business leaders. Delivered refined editorial design aligned with the magazine's luxury aesthetic, ensuring visual coherence and elegance within a highly curated and exclusive print context.

Link: https://issuu.com/tlc_montenegro/docs/the_collection_vol_37

[09/2023 – 12/2023] **Development of the Visual Identity for the National Brand of Montenegro**

Collaborated on the creation of Montenegro's national visual identity, aligning cultural heritage with contemporary design to foster international recognition and domestic unity through a consistent and emotionally resonant brand language. Additionally, contributed to the production of promotional video content and supporting visuals, ensuring cohesive storytelling across multimedia platforms and enhancing the brand's impact in both digital and physical spaces.

[2022 – 2023] **Packaging Design and "Monelix" Brand – Bachelor Thesis**

Development of preliminary biopolymer bottle prototypes for natural juices and teas in Montenegro, accompanied by a brand that communicates both modernity and tradition. The prototypes were produced using 3D printing and recycled plastic filament.