



—A Digital Designer at the intersection of creative expression, innovation & the human experience.

Recently, I've delivered impactful design solutions for **NatWest**, developed a scalable HealthTech design system for **BT Group**, and contributed to the future-state UX for **Philip Morris International's** upcoming vape products. Each project has deepened my commitment to user-driven, innovative digital experiences.

Experience

With 17 years in the industry, I have worked on projects for global brands, start-ups, and small businesses across B2B and B2C. My portfolio includes interactive experiences, brand identities, and digital products, all marked by my hands-on, detail-oriented approach. Known for leading by example, I foster team growth and am a champion of high-quality, strategic design.

Worked with

Philip Morris International
Etc.Health at BT Group
Natwest
Manchester United FC
BAWAG P.S.K
VOLVO Cars
Vodafone

International Gaming Technology
JK Rowling
Jamie Oliver
BBC
Reckitt Benckiser
Pokerstars
Talk Talk

Expertise

Branding
Digital Strategy
Art Direction
Illustration
User Interface Design
User Experience Design
Interactive Design
XR/VR/AR

Toolkit

Figma
Framer
Principle
Adobe Creative Cloud
Keynote
Microsoft Office

Education

Amersham & Wycombe College BTEC
HND Multimedia - **Double Distinction**

Pastimes

Eating Juicy Burgers
Reading Books
Watching Netflix
Humanitarian for Serbian Community
Training Martial Arts
Playing Football
Drawing Brutalist Buildings
Sharpshooter Call of Duty

Contacts

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