GREGOR AŠ

GRAPHIC DESIGNER

Experienced graphic designer with over a decade in graphic design, strategic thinking, and visual communication, helping local and global brands create impactful and recognizable advertising and marketing campaigns and materials. A friendly and communicative person with high motivation, reliability, creativity and perseverance toward any obstacle in my path. City guy by hearth, but nothing recharges my batteries better than the sun, nature and good company.

@ as.grega@gmail.com Ljubljana, Slovenija

EXPERIENCE

Jan - Dec 2025

Senior Graphic Designer

DROM Agency d. o. o. | Ljubljana, Slovenia

- Led end-to-end creative campaigns (digital, print, social) for local & international clients.
- Managed timelines, stakeholders, and production to ensure on-time delivery.
- Designed high-performing assets for branding, marketing, and paid social campaigns.
- Edited video content for social media platforms.
- Increased social media engagement through optimized visual strategy and campaign execution.

Mar 2023 - Dec 2024

Graphic Designer | Brand Manager

Plastika Skaza, d.o.o. | Velenje, Slovenia

- Designed high-performing social media ads (static & video) for organic and paid campaigns.
- Led brand consistency across digital marketing, social media, and company initiatives.
- Developed creative concepts aligned with marketing strategy and business objectives.
- Supported cross-channel campaigns including social, web, email, and promotional assets.
- Collaborated with marketing and leadership teams to drive brand growth and engagement.

Jun 2021 - Dec 2022

Graphic Designer

Wescale, DIGITAL MARKETING d.o.o. | Ljubljana, Slovenia

- Designed high-converting ads (static & video) across digital marketing channels (social, display, performance).
- Designed and optimized emails, flows and newsletters aligned with UX/UI best practices.
- Produced & edited video content, including post-production for digital campaigns.

Jul 2014 - May 2021

Graphic Designer | Freelance

Founder and Owner of Grafiniti Design Studio | Ljubljana, Slovenia

FCB d.o.o., Advertising agency

- Designed and produced cross-channel marketing assets (digital, print, social, packaging).
- Developed and launched integrated marketing campaigns (ATL, BTL, digital).
- Created corporate identities and brand systems from concept to execution.
- Led concept development and client presentations for campaign proposals.
- Delivered projects for local and international brands across multiple industries.

Key Clients: Audi · Philips · Beiersdorf (Nivea, Eucerin) · Porsche · Budweiser Budvar · Bellevue Living

PAN communication company d.o.o.

- Designed and produced marketing and branding assets across digital, print, and social media.
- Developed and launched integrated marketing campaigns for local and international clients.
- Created corporate identities, packaging design, and brand guidelines.
- Managed website visuals and social media content to ensure brand consistency and engagement.
- Delivered projects across multiple industries and markets.

Key Clients: Adria Airways · Panika Record Label · MCCZ Clinic · Greenate

Adria Media Ljubljana, d.o.o., Publishing and marketing

- Designed and layout of print magazine editions following established brand and editorial guidelines.
- Prepared digital versions of publications for online distribution.
- Produced promotional and advertising materials.
- Managed pre-press preparation, ensuring print-ready files and production accuracy.

Publications: Story · Nova · Lisa · Lea · Cosmopolitan · Playboy

EDUCATION

2007 - 2013

FACULTY OF NATURAL SCIENCES AND ENGINEERING
Higher education professional study programme

Bachelor's degree
Graphic and media technology

2004 - 2007

SECONDARY SCHOOL OF MULTIMEDIA AND GRAPHIC TECHNOLOGY

Certified Media Technician

LANGUAGES

Slovenian / native

English
Croatian
Serbian

PROGRAMS

Illustrator
Photoshop
InDesign
Premiere Pro
After Effects
Figma
Cap Cut

SKILLS & EXPERTISE

Print Design & Desktop Publishing
Pre-press & Print Production Processes
Editorial Layout & Typography
Photography & Visual Composition
Video Editing & Post-Production
Brand Identity Development
Campaign Concept Development
Social Media & Performance Ad Design
Creative Problem Solving
Strategic Thinking
Client Communication & Presentation Skills
Project Management & Prioritization
Attention to Detail
Adaptability in Fast-Paced Environments
Proactive & Self-Driven

HOBBIES