



Graphic Designer / Photographer / Retoucher

www.stefanstojanovicdesign.rs

Portfolio



Hi there!

I'm Stefan Stojanović

Multidisciplinary graphic designer with 10+ years of experience in branding, packaging, digital, and marketing design. Combining a background in economics with strong visual expertise, I approach design strategically - focusing on brand positioning, market relevance, and effective communication.

Experienced in developing visual solutions across a range of industries, including cosmetics, FMCG, gaming, hospitality, and tech. Known for a thoughtful approach, strong attention to detail, and the ability to translate ideas into clear, effective, and visually consistent design systems.



stefan.twiggy.stojanovic@gmail.com



@stefantwiggyphotography



+381 60 5 242 112



@stefantwiggystojanovic



Dalmatinska 12/9
Novi Sad 21000



@stefstojanovic

*A substantial portion of my design work remains under NDA and cannot be shown in this portfolio. Feel free to visit my **Behance** page or website to see some more projects in depth*

www.stefanstojanovicdesign.rs

What i do? (and love doing)

I build visuals and brand identities that work in the real world.
Polished or raw, every project is strategic, functional, and made to last.
I enjoy strong typography, quiet details, texture with depth, and stories that go beyond the usual.

Presentation Label design Illustration Retouching
Typography Logo Design Branding UI Design Art Direction

Tools I'm fluent in.

Adobe Creative suite (Photoshop, Lightroom, Illustrator, InDesign, Premiere, Acrobat),
Figma, Sony Vegas, AI tools, Office.

Work experience:

- 2024- **Founder / Graphic designer**
SS Design Studio, Novi Sad
- 2024-2025 **Marketing designer**
Magic Media, Dublin
- 2023-2024 **UI & Graphic designer**
ALAS DOO, Novi Sad
- 2022-2023 **Senior graphic designer**
Kreatika DOO, Novi Sad
- 2021-2022 **Marketing designer**
Webelinx games, Niš
- 2016-2021 **Graphic designer**
DCP Hemigal, Leskovac

What will you find inside this portfolio?

01. Logo design
02. Branding design
03. Packaging & Label design
04. Print, social media, & advertising design
05. Gaming advertising/marketing design
06. Web design
07. UI Design
08. Fragments (User interface design)
09. Photo Retouching

Logo design

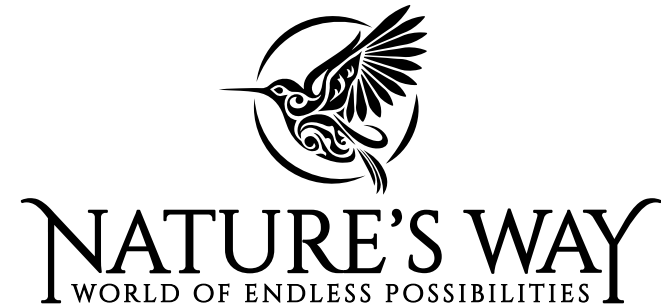
01

Etno Brvnara Groš is a restaurant identity rooted in Serbian tradition, hospitality, and a long-standing culinary heritage. The brand represents a rustic dining experience built around homemade cuisine, a warm old-world atmosphere, and an interior filled with memorabilia that evokes a different time. To reinforce that sense of origin and cultural continuity, the logo was designed in Cyrillic and paired with a hand-drawn illustration of the restaurant itself.

The lower ornamental element was inspired by a traditional Serbian embroidery motif, a double cross pattern from old Serbian textile art, added as a symbolic detail connecting the brand to heritage, history, and domestic craftsmanship.



Nature's Way is an e-learning platform built around Reiki, meditation, and personal transformation. The identity was developed to reflect the brand's wider philosophy, a journey of self-help, inner freedom, emotional release, and a better quality of life. The hummingbird was chosen as the central symbol because it conveys lightness, resilience, and forward movement, while the typography introduces a more mystical, story-driven atmosphere that supports the project's character.



Atika is a fine dining restaurant identity inspired by the artistry of plating and the refined visual language of haute cuisine. The logo draws from the decorative gestures found in beautifully composed dishes, translating that sense of elegance and movement into a distinctive typographic detail. The result is a wordmark that feels elevated, delicate, and deeply connected to the dining experience.



Nocturno is a Nocino liqueur identity inspired by the ancient rituals and folklore surrounding the harvest of green walnuts. According to tradition, the walnuts were gathered on Saint John's Eve by women under the cover of night, barefoot and by hand, which gave the drink its mysterious and almost magical character. That folklore became the foundation of the logo, where the central female figure represents the keeper of the ritual - the one who reaches into the darkness to collect the raw ingredient that defines the liqueur.

The dark, ornate visual language reflects the nocturnal harvest, the mystical reputation of Nocino, and the sense of secrecy and tradition that surrounds its origin. Rather than treating the brand as a simple liqueur, the identity turns it into a story of ritual, heritage, and atmosphere - all captured through a dramatic emblem designed to feel timeless and symbolic.

MS High Fidelity Cables is a brand identity for a studio specializing in handcrafted hi-fi cables of exceptional quality. The logo was designed to reflect precision, craftsmanship, and technical refinement, while keeping a clean and minimal visual language. The monogram functions as a personal mark, using the initials MS to represent the founder's name and surname, while emphasizing the bespoke nature of the work and the high standard behind every cable.





Branding.

Laguna Car Wash - a complete visual identity developed from the ground up for a self-service car wash in Leskovac. The facility has five washing bays, which directly inspired the five-hexagon concept at the heart of the identity. The hexagon was chosen as the main visual element because it reflects the geometry of the building itself - hexagonal forms dominate the exterior architecture, giving the space a strong and distinctive presence.

The logo turns that structure into a clean, memorable mark that connects the brand name, the physical space, and the service into one cohesive visual language. From there, the identity was extended across every touchpoint - signage, print materials, and social media - ensuring the same visual logic carries through, whether you're standing in front of the building at night or scrolling past the brand online.

Photographs that you're seeing here, are taken just a night before opening.



Dok boravite u Bino Brnari Grad nudimo vam uskužno pranje vozila u Laguna Car Wash autoparceci

1. EKSTRA PRANJE - 300rsd
2. AKTIVNA PENA - 350rsd
URAVNANJE VOZILA - 100rsd

LAGUNA
- CAR WASH -

@lagunacarwashskovrac
@lagunacarwashskovrac
+381/63-402-666

1. PRANJE
2. EKSTRA PRANJE
3. VORAK
4. ISPRANJE

LAGUNA
- CAR WASH -

@lagunacarwashskovrac
@lagunacarwashskovrac
+381/63-402-666

1 SAMOUSLUŽNO AUTO PRANJE
0 - 24H

2 SAMOUSLUŽNO AUTO PRANJE
0 - 24H

SAMOUSLUŽNO
AUTO PRANJE
0 - 24H

BESPLATNO PRANJE VOZILA
NA DAN OTVARANJA

LAGUNA
- CAR WASH -

INSTAGRAM.COM/LAGUNACARWASH
FACEBOOK.COM/LAGUNACARWASH
+381/60-1834-183
300rsd - 100rsd

1. PRANJE
2. EKSTRA PRANJE
3. VORAK
4. ISPRANJE

LAGUNA
- CAR WASH -

1. PRANJE
2. EKSTRA PRANJE
3. VORAK
4. ISPRANJE

LAGUNA
- CAR WASH -

PAŽNJA!
KLIZAV POD

BOKS 1

SVAKI PETI ŽETON GRATIS

LOT

LAGUNA
- CAR WASH -

LOYALTY CARD





Packaging & label design

03

A curated selection of packaging and label projects across diverse product categories. From premium cosmetics labels to FMCG packaging, food and beverage labels, and specialty product designs - this section showcases work that balances visual appeal with functional requirements and brand identity.

Each project was developed with careful attention to material considerations, regulatory requirements, and production constraints, while maintaining a strong focus on aesthetic refinement and market relevance. Whether designing for luxury retail, shelf presence, or direct consumer use, the goal remains consistent: packaging that communicates quality, stands out in the environment, and reinforces brand positioning.

This collection reflects experience working across industries including cosmetics, FMCG, food and beverage while delivering packaging and label solutions that are visually compelling, strategically grounded, and purpose-driven.

Fitogal cosmetics cremes. Tube packaging design



Bekrija brandy/rakia label design



Aviator,
Sailor
& Skydiver
rakia/brandy
labels design



Fitogal body scrub label design



Fitogal face creme
with hyaluronic acid
packaging design



OkiBoki King Corn snack
Packaging design



Print, Social media & Advertising design

A curated selection of past work across print and digital advertising. From catalogues and menus to social media content, billboards, citylights, web banners, and ad creatives - this section showcases versatile visual solutions designed to engage audiences and support marketing goals across multiple channels.

Each project was created with a clear understanding of the target audience, brand positioning, and the specific requirements of different formats. Whether designing for print or digital, the focus remains on consistency, clarity, and impact - ensuring that every piece communicates effectively, whether seen up close on a menu or from a distance on a billboard.

This collection reflects experience working across various industries and delivering advertising and print design that is both visually strong and purpose-driven.

Mammut brewery catalogue design



Etno Brvnara Groš menu design



Riblji specijaliteti

- PASTRANKA 1KG 1870RSD
- ŠKARPIKA 1KG 1990RSD
- ORADA 1KG 2400RSD
- BRANCIN 1KG 1360RSD
- OSLUČ FILE 1KG 1290RSD
- LOSOS FILE 1KG 1050RSD
- SOM FILE (PORCIJA) 1050RSD
- LIGNJE POKROVANE (PORCIJA) 1050RSD
- LIGNJE NA ŽARI (1KG) 1050RSD

Specijaliteti Etno Brvnara

- KISIAČKI BAČNIK (PORCIJA) 690RSD
- OBRAŃSKI BIFTEK (PORCIJA) 1800RSD
- MORAVSKI ŠAN (PORCIJA) 590RSD
- STEK NA MORAČKI NAČIN (PORCIJA) 840RSD
- SELIJAČKI MESO NA ŽARI (1KG) 1570RSD
- ŠARŠKA ROLNIČA SA ALIČI I KURČUKOM 540RSD
- ŠARŠKA NA NAŠ NAČIN (PORCIJA) 690RSD

Dječija hladna Topla

- SIRIČKI SIR 0,100 280RSD
- KRAVLA SIR 0,100 200RSD
- OVČIJA SIR SA LEKOVITIM BIJELEM 0,100 320RSD
- SIR IZ TURŠIJE 0,100 260RSD
- KAJMAK ZLATIBORSKI 0,050 170RSD
- KISELO MLEKO 0,200 120RSD
- PAPRIKA U PIVLAČI 220RSD
- PITUJE 270RSD
- MASLINE 180RSD
- MEZE BRVNARA (SIRIČKI, KAJMAK, PIRELA, SIR) 530RSD

Kaćamak sa slaninom

- SPRIŽA LESKOVKAČKA 0,070 250RSD
- PRISUTA 0,050 240RSD
- PEŠENICA 0,050 180RSD
- OMLEJENI VROT 0,050 160RSD
- KOLEN 0,050 170RSD
- SPRIŽA SA KISELIM PAPIRKAMA 220RSD
- KAJMAK 570RSD
- SAMPANOVCI BRILOVANI 0,150 220RSD
- VIRGANI DONŠTANI 0,150 220RSD
- OMLEJ SA SPRIŽOM 220RSD
- OMLEJ SA ŠANOM 750RSD

Salate i banice

- BAŠTA SALATA 150RSD
- TRILJANICA 140RSD
- PARADAJZ SALATA 240RSD
- ANVAR I POGAČA 260RSD
- AMANSKA SALATA 260RSD
- BRVNARA SALATA 260RSD
- TRILJANICA 80RSD
- VEŠE PAPIRČICE 70RSD
- PAPRIKA U OULJU 50RSD
- PAPRIČICE U OULJU 70RSD
- BRVNARA SALATA 240RSD

Paradajz salata

- LESKOVKAČKA ČETVORKA 290RSD
- BAŠTA SALATA 240RSD
- TRILJANICA 110RSD
- VIRBEŠ KUGLA 110RSD
- KUPUS SVEŽI 150RSD
- KUPUS KISEL 240RSD
- MORAVSKA SALATA 240RSD
- LITVENČA NABA 240RSD
- ANVAR LESKOVKAČKI 280RSD

Karta Vина

- ### VINARIJA TIKVES (KRAVADARCI, MAKEDONIJA)
- STORA VINA:
 - SMEDERUNKA 0,75 (ZAVRŠNO VINO) 990RSD
 - SMEDERUNKA 1L (SOVI BELI VINO) 1130RSD
 - ALEKSANDRIJA BELA 0,187 (FALŠIČI) 750RSD
 - ALEKSANDRIJA BELA 0,75 (FALŠIČI) 410RSD
 - ROSE 0,75 (FALŠIČI) 1130RSD
 - ROSE 1L (FALŠIČI) 920RSD
 - KRATUNJA 0,75 (SOVI ČERVENI VINO) 750RSD
 - KRATUNJA 1L (SOVI ČERVENI VINO) 900RSD
 - KRATUNJA 1L (SOVI ČERVENI VINO) 750RSD
 - TEMANJKA 0,75 (FALŠIČI) 1130RSD
 - ALEKSANDRIJA ČERVENA 0,187 (FALŠIČI) 410RSD
 - ALEKSANDRIJA ČERVENA 0,75 (FALŠIČI) 1130RSD
 - SPECIAL SELECTION VINA:
 - TEMANJKA 0,75 (BILA VINO) 1130RSD
 - ALEKSANDRIJA ČERVENA 0,75 (BILA VINO) 1130RSD
 - ALEKSANDRIJA ČERVENA 0,75 (BILA VINO) 1130RSD
 - ALEKSANDRIJA ČERVENA 0,75 (BILA VINO) 1130RSD

Karta Vина

- ### VINARIJA BOVIN (SEVERNA MAKEDONIJA)
- MUSKAT TEMANJKA 0,75 (SOVI BELI VINO) 1990RSD
 - ALEXANDAR 0,75 (SOVI BELI VINO) 2150RSD
 - IMPERATOR V.C.D. 0,75 (FALŠIČI) 6130RSD
- ### 13. JUL PLANTAŽE (PODOBRICA, CRNA GORA)
- KRSTIĆ 0,75 (SOVI BELI VINO) 800RSD
 - VIRANAC PRO CORDE 0,75 (SOVI ČERVENI VINO) 1740RSD
 - VIRANAC PRO CORDE 0,187 (SOVI ČERVENI VINO) 420RSD

Jela po porudzbini

- LOVINKA ŠNICLA (KURČUKI, JAGODICE, PIRELA) 570RSD
- NATUR ŠNICLA (KURČUKI, JAGODICE, PIRELA) 570RSD
- PAPRIČKA ŠNICLA (KURČUKI, JAGODICE, PIRELA) 590RSD
- KARADORJEVA ŠNICLA (KURČUKI, JAGODICE, PIRELA) 600RSD
- PILEĆA KARADORJEVA ŠNICLA (KURČUKI, JAGODICE, PIRELA) 600RSD
- BEČKA ŠNICLA (KURČUKI, JAGODICE, PIRELA) 570RSD
- MEDJALONI (KURČUKI, JAGODICE, PIRELA) 1610RSD
- BIFTEK (KURČUKI, JAGODICE, PIRELA) 1910RSD
- JUNEČI BIFTEK (KURČUKI, JAGODICE, PIRELA) 600RSD
- STEK BRVNARA (KURČUKI, JAGODICE, PIRELA) 600RSD

Variva i prilazi

- GRILOVANI POVICE 205RSD
- BARENO POVICE 205RSD
- POMFRIČ 0,200 140RSD
- TARTAR SOS 170RSD
- RIZOTO SA PILETINOM 280RSD
- RIZOTO BEZ PILETINE 180RSD
- KROMPIR SALATA 180RSD

Supe i čorbe

- TELEĆA ČORBA 200RSD
- PILEĆA ČORBA 240RSD
- POTLAJ OD POVICI 240RSD

Dezerti i sladoledi

- ZERBO TORTA 250RSD
- ČOKOLADNA TORTA 250RSD
- KARAMEL KOH 290RSD
- TUFANJA 200RSD
- BAKLAVI 160RSD
- TULUMBA 180RSD
- ORASNIČA 160RSD
- PITA SA JABUKAMA 250RSD
- TOPLO-LADNO 300RSD

ČOKOLADNA TORTA

- PALAČINKE (PORCIJA 2X20CM) 200RSD
- PALAČINKE SA DŽEMOM 200RSD
- PALAČINKE SA KREMOV 200RSD
- PALAČINKE I KREM - PLAZMA 250RSD
- PALAČINKE SA NUTELOM 300RSD
- PALAČINKE (NUTELA - PLAZMA) 330RSD
- PALAČINKE (MED I ORASI) 280RSD
- PALAČINKE (BIJELI) 300RSD
- SLADOLED (KUGLA) 300RSD
- JAGODA, ŠUMSKO VOŠE, MALINA, VOŠVA 60RSD
- JOGURT, VANILA, LESNIK, ČOKOLADA, FERERO, CHEESECAKE

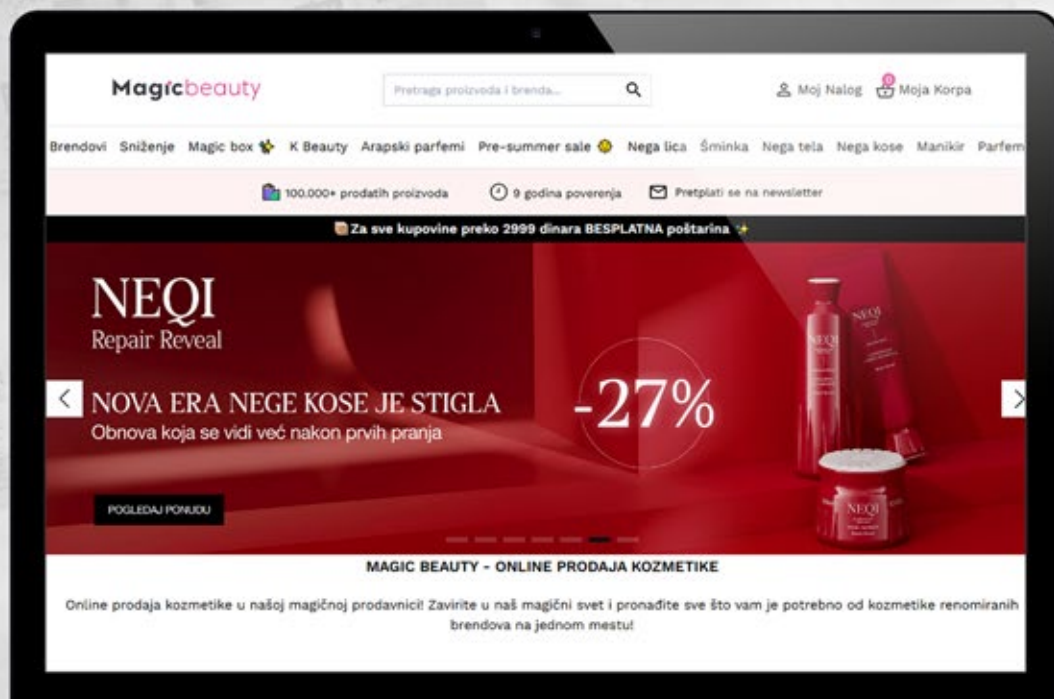
Fitogal cosmetics
instagram page
content design





Citylight design for Voda Vrnjci & Mammut brewery

www.magicbeauty.rs



As the lead designer, I handled the full advertising scope for MagicBeauty.rs - one of Serbia's leading online cosmetics retailers. My work spanned both digital and print, creating a consistent visual language across all touchpoints.

Scope of work:

- E-commerce web banners and digital campaign creatives
- Social media advertising assets
- Magazine and print ad placements
- Trade show booth and stand design
- Large-format & outdoor advertising - bus branding and vehicle wraps
- Printed marketing collaterals

HADA LABO TOKYO JAPANESE **Nº1**
NOVA GENERACIJA HADA LABO SERUMA

Targetirana nega za hidrataciju, ujednačen ten, obnovu i balans kože.

POSEBAJ PONUDU



HADA LABO TOKYO JAPANESE **Nº1**
 SKIN CARE LINE

ИНТЕНЗИВНА ХИДРАТАЦИЈА
 Ефикасна нега на јапонски начин



BYPHASSE

Savršena kosa počinja pravom negom



HADA LABO TOKYO JAPANESE **Nº1**
 SKIN CARE LINE

POPOLNO DARILU ZA POSEBNE TRENTUKE

-10% VES MAREC

-20% VES MAREC



HADA LABO TOKYO JAPANESE **Nº1**
 SKIN CARE LINE
JAPANSKA NAPREDNA ANTI-AGE FORMULA



CLARINS

LUKSUZ KOJI VAŠA KOŽA ZASLUŽUJE
 Vidljivo zagladena, čvršća i blistavija koža

-40% POPUSTA



k
LUKSUZ KOJI SE VIDI NA KOSI

Living proof
LIVING PROOF JE STIGAO

POSEBAJ PONUDU



Dodatnih **15% NA SVE**
 Kod: **1MAJ**
 9.06. - 09.05. popust - isključivo

UKUCAJ KOD VALENTINES15

+15% POPUSTA NA SVE

Buket koji ne vene
 1 do -50% popusta za 8. mart

DO -50% POPUSTA

TOP 10 BESTSELLER-A

DO 40% POPUSTA

Zaljubi se u sebe!
 Do 50% popusta za Dan zaljubljenih
 Pogledaj ponudu

KBEAUTY
 KOREJSKI PROIZVODI KOJI SU TI POTREBNI ZA "GLASS SKIN" U 2026. GODINI

-25% POPUSTA

YOSKINE
 IN-YO TECHNOLOGY

Definisana silueta počinja ovde
 Nega tela koja naglašava obline i vraća koži tonus



YOSKINE
 ONSEN YOGA BODY SHAPE

BALZAM ZA UČVRŠĆIVANJE
 učvršćivanje, hidratacija i detoksikacija

LOSION ZA UČVRŠĆIVANJE I OBLIKOVANJE KOŽE
 Pomaže oblikovanje siluete i učvršćivanje kože

b.fresh

Koža traži još!

Voćni piling sa mirisom lubenice i ananasa za glatku i mekanu kožu.

don't hate, exfoliate
 melon magic! body scrub with licorice root + lactic acid
b.fresh

scrub me like you mean it
 pineapple punch! body scrub with sugar + shea butter
b.fresh

CAUDALÍE

-25% POPUSTA

Dr.Jart+

-25% POPUSTA

NEQI
 Repair Reveal

NOVA ERA NEGE KOSE JE STIGLA
 Obnova koja se vidi već nakon prvih pranja

-27%

POGLEDAJ PONUDU





Billboard design
for Mammut brewery

Gaming (marketing design)

05

During my time at Webelinx Games, I worked on app store and advertising graphics for multiple game titles, including Books of Wonders, Rooms and Exits, and Fun Escape Room. My responsibilities included creating and optimizing icons, feature graphics, event visuals, screenshots, and ad creatives for both the App Store and Google Play.

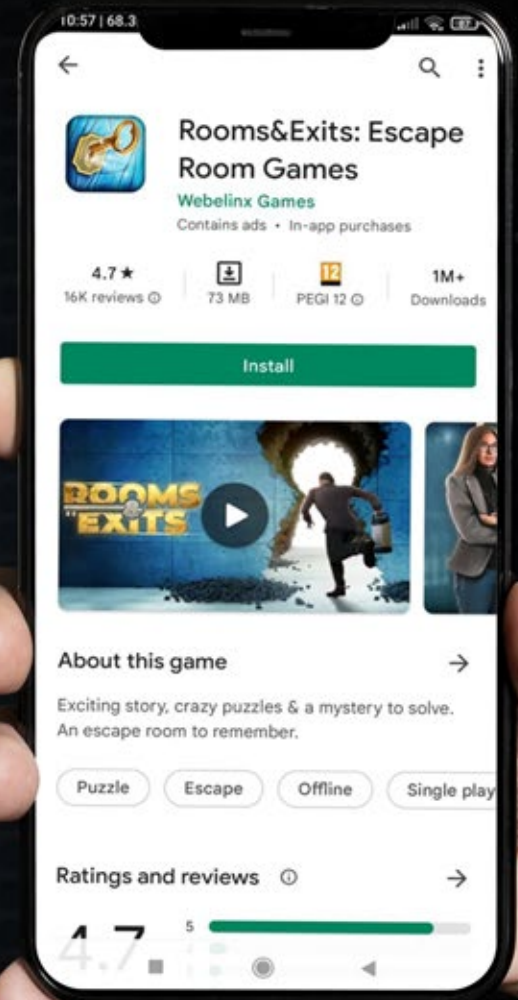
The visuals were built from in-game assets mostly (often times completely new assets were drawn by me), enhanced with retouching, overpainting, and stylized compositing to achieve the strongest possible visual impact. Each design was shaped through market research, competition analysis, and ongoing A/B testing, with iterations made to improve performance, conversions, and organic installs.

ROOMS & EXITS

ICONS



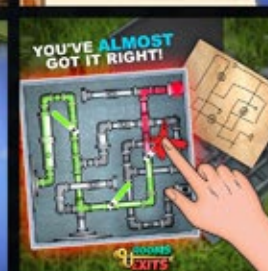
FEATURE GRAPHIC



SCREENSHOTS



ADS

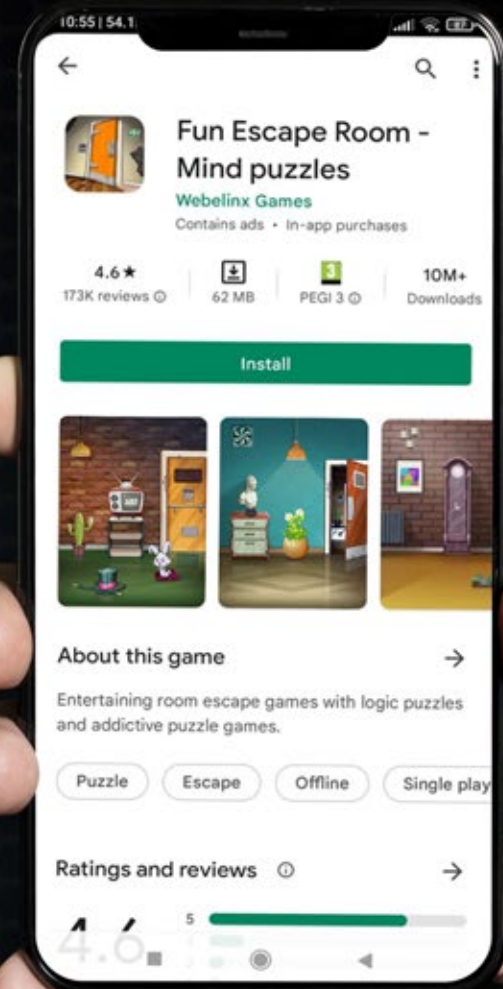


FUN ESCAPE ROOM

ICONS



FEATURE GRAPHIC



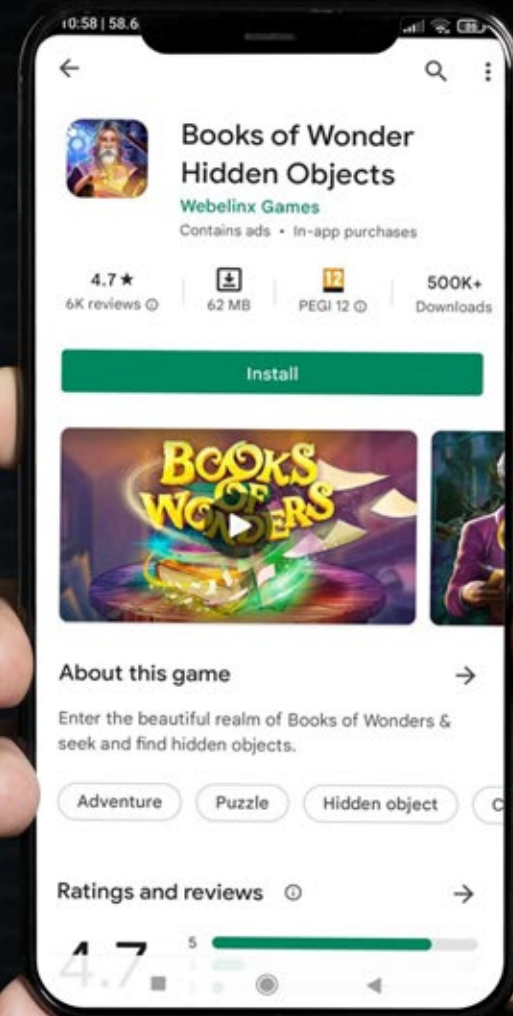
SCREENSHOTS

ADS



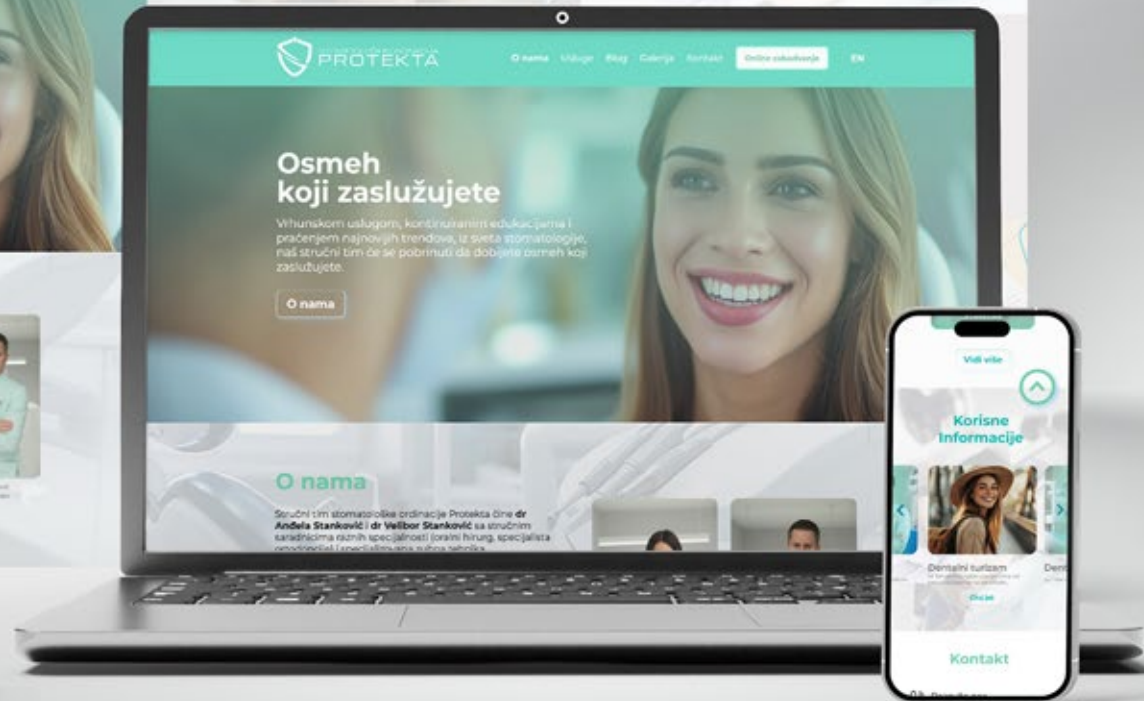
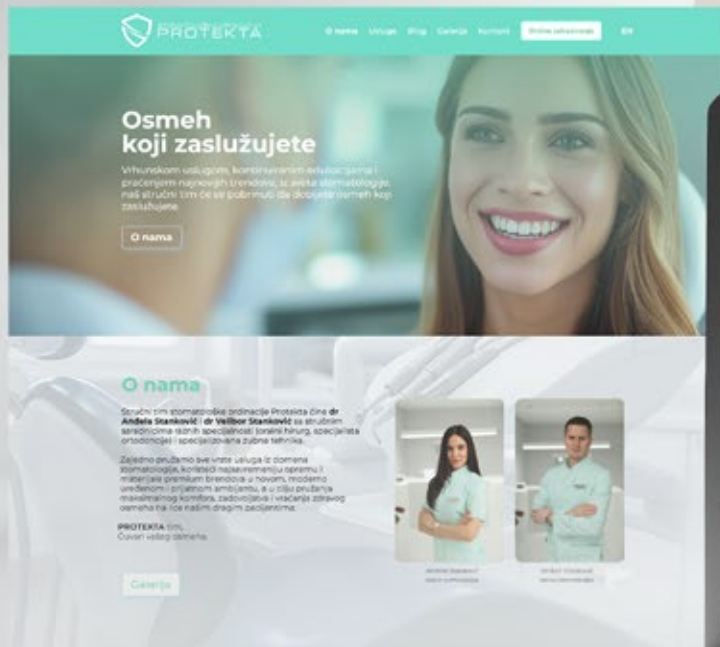
BOOKS OF WONDERS

SCREENSHOTS



Web design

Projekta dental clinic website design



UI design

07



For this project, I was hired to design the complete UI for a lucky spin wheel experience. OkiBoki, a brand known for producing flips and snacks, frequently runs giveaways and prize campaigns as part of their marketing strategy. Each flips bag features a QR code printed on the packaging. When users scan the QR code, they're directed to the mobile app where they enter a unique code found inside the bag. After entering the code, they can spin the wheel of fortune and win various prizes. The app was published in 2023 to support the campaign.



Fragments (User interface design)

This section is a collection of design contributions and experiments that don't fit into a standalone entirely owned project - but still represent a meaningful part of my work. Some pieces are isolated elements from collaborative projects, UI components and sections built for web platforms.

A substantial portion of my UI and web design work remains under NDA and cannot be shown in this portfolio.



Nature's Way is a gamified spiritual e-learning platform focused on meditation, Reiki, and energy healing. My contribution covered the full UI layer, including brand identity, hero visuals, iconography, path selection, curriculum layouts, certificates, and gamification elements. The visual world was inspired by Hogwarts Legacy, while core assets were generated with AI and refined in Photoshop, Illustrator, and Figma. UX architecture and development were handled by another team member. Project was executed in 2024.

NATURE'S WAY

WORLD OF ENDLESS POSSIBILITIES

Enter a magical world

Uncover self-fulfillment in your daily life

We are proud to welcome you to the Nature's Way, where you will discover fulfillment, connect with your True Self and a like-minded community, and immerse in the energy of nature.

Your spiritual growth journey starts here!

6000+

Satisfied students

40

Years of experience in teaching

10 000+

Products purchased

Transform your life the enchanting way

Is the change you've always dreamed of possible? Absolutely!

We hold the power to manifest ideas and desires. Our wishes are soul signals, leading us to what's possible. The moment you wish, you're on the path to realization. Explore diverse transformation paths we have prepared for you; the choice is yours.

Step boldly and start changing your life!

Start a change



Hero image composite is created in Photoshop by using AI generated assets.



Each user/student begins their experience by choosing a path - a predefined spiritual archetype that shapes their entire curriculum. Every path is embodied by a unique hero character: a visual representation of that archetype's energy, story, and purpose. The selection isn't just functional - it's narrative. The user isn't picking a course category, they're stepping into a role and they're guided by the selector

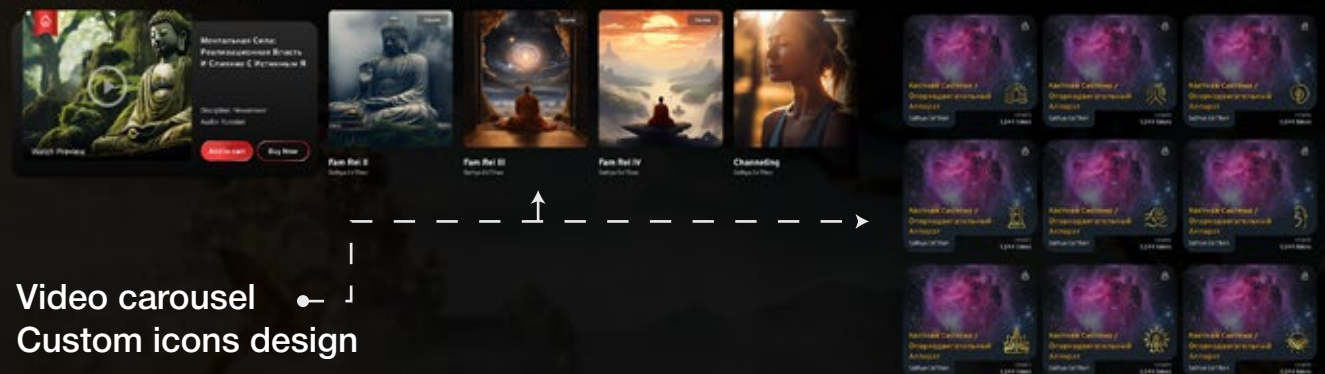


Each hero was crafted through photo compositing and digital manipulation, blending portraiture with elemental visual effects to reflect the nature of each path - earth, light, cosmic energy, shadow, and spirit. The path selection screen dynamically adapts the offered course sequence based on the chosen archetype, guiding the user toward mastery of the skills tied to that journey.





Recommended For Your Next Big Adventure



Video carousel
Custom icons design

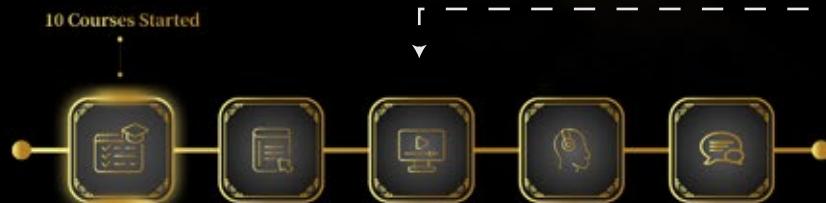


This interactive selector tracks the user's journey through each path, showing progress from 0% to 100% as courses are completed.

The central element rotates based on the selected option, acting as the main visual control and reflecting the active path. When a path is chosen, a course carousel appears below, featuring lessons with the instructor's portrait on each card for direct access.

A browse button underneath allows users to explore all available courses at once.

Logo design
(Mockingbird = Freedom)



A course progress tracker that continuously shows the user's progress.





Course certificates template (3 levels)



Course Curriculum (24 of them)

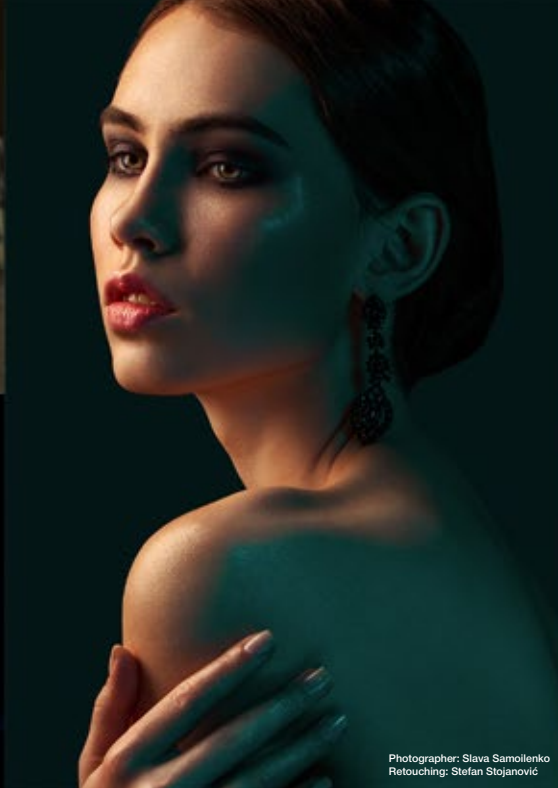




Photographer: Aleksandar Rakić
Model: Julia Yaroshenko
Retouching: Stefan Stojanović



Photographer: Aleksandar Rakić
Model: Julia Yaroshenko
Retouching: Stefan Stojanović



Photographer: Slava Samoilenko
Retouching: Stefan Stojanović



Photographer: Slava Samoilenko
Retouching: Stefan Stojanović



Photographer: Slava Samoilenko
Retouching: Stefan Stojanović

Photo retouching

09

Creative retouching can be seen as an art form of photo manipulation.

Mostly it is about light manipulation, but sometimes it requires additional compositing of elements to emphasize the drama and story that one photograph could bring.



Photographer: Horacio Casadey
Retouching: Stefan Stojanović