

Jana Bjelica

CREATIVE | EXPERIENCE DESIGNER

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🌐 [Jana Bjelica](#)

Multidisciplinary creative with 5+ years of experience designing immersive, high-impact experiences for brands and global corporations. Skilled in concept development, storytelling, and the integration of emerging technologies to create impactful experiences, from artistic installations to €100M large-scale productions. Proven ability to translate complex ideas into engaging, results-oriented experiences that connect audiences and drive strategic value, and lead production teams, supervise and manage end-to-end project delivery.

PROFESSIONAL EXPERIENCE

Creative

🏢 BALICH WONDER STUDIO

📅 Milan, Italy | 2025

- Contributed to 7 high-profile immersive, cultural, and entertainment projects, including productions valued up to €100M
- Developed original creative concepts and concept narratives for proposals, aligning ideas with client visions and cultural contexts in collaboration with the Chief Creative Officer and Lead Designer
- Created compelling client-facing decks for presentations and tenders, resulting in multiple successful project wins
- Conducted in-depth research to inform and support creative development across diverse project themes
- Led creative coordination for a major project, managing communication with an external agency to ensure concept alignment and delivery quality

Experience Designer and Creative Strategist

🏢 CABINAA

📅 Milan, Italy | 2022 – 2025

- Designed and developed immersive brand experiences for Bvlgari, BMW, and Fendi, shaping the overall concept, narrative, and use of emerging technologies
- Led end-to-end project management for Bvlgari, coordinating creative technologists and art direction to deliver a seamless, high-impact activation
- Conducted in-depth research to inform innovative, user-centered experiences and collaborated across disciplines to execute interactive journeys and spatial designs
- Played a key role in defining the studio's creative strategy and delivered original installations at major festivals, boosting studios visibility and recognition

Creative Director

🏢 PluMedia - Digital Marketing Agency

📅 Belgrade, Serbia | Jun. 2019 – Sep. 2021

- Co-founded PluMedia, contributing to the strategic vision and operational setup of the agency.
- Recruited and led a team of designers, overseeing the development of the agency's visual identity and website.
- Managed client campaigns, delivering creative solutions that significantly boosted customer engagement and product/service value.
- Directed the creation of high-impact visual content for digital marketing, enhancing brand presence across various platforms.

FURTHER PROFESSIONAL EXPERIENCE

Freelance Creative

 VARIOUS CLIENTS

 Europe | 2016-2018

Led multidisciplinary creative work across art, culture, and corporate sectors, delivering design, photography, video, and concept development for both commercial and artistic projects.

Selected Projects:

- Visual Design & Video Direction – Created stage visuals for the award-winning theater production “Jami District”, performed in 13 countries and recipient of over 33 international awards.
- Creative Concept & Campaign Design – Developed visual strategy and design assets for a campaign promoting penguins at the Belgrade Zoo.
- Art Direction – Led digital brand identity and creative content for the launch of Konca, the first Mexican café in Belgrade.

EDUCATION

MSc Digital and Interaction Design

 Politecnico di Milano

 2020-2023

BSc Digital Art

 Faculty of Media and Communication

 2014-2019

Design and Applied Arts

 Gerrit Rietveld Academie

 2013 - 2014

SKILLS

Creative Production, Creative Research, Concept Development, Creative and Emerging Technologies, Project Management, Strategic Development

LANGUAGES

English (professional),
Serbian (native),
Italian (intermediate)