

# Jana Bjelica

## CREATIVE PRODUCER | EXPERIENCE DESIGNER

✉ janabjelicadesign@gmail.com

☎ +393881208280

🌐 [janabjelica.me](http://janabjelica.me)

👤 [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

#### *Freelance Creative Producer*

🏢 VARIOUS CLIENTS

📅 Europe, UAE, KSA | 2026

- I have been working across Europe, KSA and UAE, collaborating with agencies, brands, and project teams to develop and deliver impactful creative concepts and live experiences. Engagements include serving as Creative Lead on one of the world's most prestigious horse racing events: Saudi Cup, developing pitch proposals for regional agencies, and leading a brand experience project for the UAE Ministry of Culture.
- My role spans ideation and execution, developing creative narratives, experiential strategies, and visual directions, while coordinating multidisciplinary teams from brief to delivery across large-scale events, cultural programs, and brand activations.

#### *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 Producer*

🏢 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

## FURTHER PROFESSIONAL EXPERIENCE

*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.

*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, Leadership, Creative and Emerging Technologies, Project Management, Strategic Development

## LANGUAGES

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