

Jana Bjelica

Creative Producer | Experience Designer

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PROFESSIONAL SUMMARY

Creative producer and experience designer with 5+ years delivering immersive experiences for global brands, cultural institutions, and world-stage events. Creative Lead for the Saudi Cup and contributor to productions valued up to €100M, with brand experience work for Bvlgari, BMW, Fendi, and the UAE Ministry of Culture. Combines concept development and narrative-driven design with hands-on production leadership, managing multidisciplinary teams from brief through delivery across Europe and the Middle East.

PROFESSIONAL EXPERIENCE

Freelance Creative Producer

Various Clients • Europe, UAE & KSA • 2025–Present

- Served as Creative Lead with Bonafide for the Saudi Cup, one of the world's most prestigious horse racing events, shaping concept and experiential direction.
- Develop pitch proposals for Bonafide and other regional agencies, several of which won, including the winning creative concept for the AFC events program, and lead a brand experience project for the UAE Ministry of Culture.
- Driving ideation through execution across large-scale events, cultural programs, and brand activations, coordinating multidisciplinary teams from brief to delivery.

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 narratives for proposals and tenders alongside the Chief Creative Officer and Lead Designer, contributing to multiple project wins.
- Led creative coordination for a major project, managing an external agency to ensure concept alignment and delivery quality.
- Conducted in-depth research to support creative development across diverse project themes.

Experience Designer & Creative Producer

Cabinaa • Milan, Italy • 2022–2025

- Designed and developed immersive brand experiences for Bvlgari, BMW, and Fendi, defining 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.
- Helped define the studio's creative strategy and delivered original installations at major festivals, increasing the studio's visibility and recognition.
- Collaborated across disciplines to execute interactive journeys and spatial designs grounded in user-centered research.

Freelance Creative

Various Clients • Europe • 2016–2018

- Created stage visuals for the award-winning theater production "Jami District," performed in 13 countries and recipient of 30+ international awards.
- Developed visual strategy and campaign design for a Belgrade Zoo conservation campaign.
- Led digital brand identity and creative content for the launch of Konca, the first Mexican café in Belgrade.

EDUCATION

MSc, Digital and Interaction Design
BSc, Digital Art
Design and Applied Arts

Politecnico di Milano · 2020–2023
Faculty of Media and Communication · 2014–2019
Gerrit Rietveld Academie · 2013–2014

SKILLS

Creative Production · Concept Development · Creative Research · Experiential & Spatial Design ·
Emerging Technologies · Project Management · Team Leadership · Strategic Development

LANGUAGES

English (Professional) · Serbian (Native) · Italian (Intermediate)