



**JELENA ĐAKOVIĆ**

visual communication designer  
photographer

yelenadjakovic@gmail.com  
www.yelenadjakovic.com  
540-835-7238

## EXPERIENCE

### 2016 – Ongoing – Coded and Designed Personal Website

Front-end web development of personal website ([yelenadjakovic.com](http://yelenadjakovic.com)) using the Brackets software for source code text editing.

### 2017 - Present - Communications Coordinator at the School of Architecture, Planning and Preservation at University of Maryland, College Park

Producing internal and external communications and outreach material for alumni, students and affiliates. That includes creating digital and print marketing/design material; website migration and management, analytics tracking, content creation, and ensuring web accessibility; developing bi-monthly E-Newsletters, coordinating social media postings; and photographing, video producing and editing/montaging school events, exhibitions and projects. Also produced teaser videos and online exhibitions for *THE END/2020* and *Holodomor: Context & Questions* by photographing and videotaping the art; setting the tone through audio and visual manipulation; and editing/montaging the content.

### 2017 - Designer at Jay Marné, Fashion Startup Company

Designed the logo and marketing materials for the new brand, provided advice on best practices for UX/UI website design, and collaborated with the team in illustrating a second line of handbags.

### 2014 - 2017 - Rebranding of the Fralin Life Science Institute (FLSI) at Virginia Tech

Communicated the research and accomplishments of FLSI and its Centers internally and externally through various visual media. Designed multiple print and digital magazines and provided content, illustrations and photographs; worked with vendors and set up files for printing services; developed the brand for the VT Life Science Seminars and Global Change Center through marketing materials—posters, flyers and logos; and photographed events, labs, and researcher's projects.

### 2017 - Branding and Print Design for Elu Creative, Graphic Design Studio

Designed layouts of promotional pieces—postcards, sell sheets, and digital booklets; and photo edited and montaged content at this award-winning design studio.

### 2017 - Branding for BodyGood Maroc

Designed labels for BodyGood's products—Argan Oil, Rose Water, Ghassoul "Moroccan Clay", and Moroccan Black Soap—and integrated the company's branding style.

### 2017 - Documented African Hornbills in Namibia

Documented Virginia Tech graduate research student, David Millican's fieldwork on African hornbills and the effects of climate change and habitat degradation on their cavity-nests, in Otjiwarongo, Namibia. Photographed, videotaped and prepared the interviewee and setting; and assisted in video editing and montaging the documentary-type video production.

### 2013 - 15 - Designer for the Engineers' Forum at Virginia Tech

Assistant Designer for an interdisciplinary student-staffed engineering magazine published quarterly. Produced illustrations for given articles, photo edited and designed the magazine cover for one issue.

## SKILLS

### Software

~ Adobe Creative Cloud: Photoshop, InDesign, Illustrator, Lightroom, Bridge, After Effects, Premiere Pro, Audition, Acrobat ~ Microsoft Office: Word, Excel, Powerpoint ~ Mailchimp, Equidox, Drupal 8, Wordpress, Brackets, File Zilla

### General

~ Communications & Marketing Skills ~ Digital Photography, Photo Manipulation ~ Video Production, Editing/Montaging ~ Exhibition Design ~ Motion Graphics ~ HTML/CSS ~ Document Remediation ~ Web Accessibility

### Languages

~ Fluent in English, French, and Serbo-Croatian  
~ Conversational in Moroccan Arabic

## HONORS/ACHIEVEMENTS/AWARDS

### 2017 - Finalist, Nature Conservancy Photo Contest

Top 100 finalist of a pool of 1,000, Nature Conservancy Photo Contest; average of 33,000 images submitted.

### 2017 - Finalist, The Rookies

Studio internship finalist at The Rookies, "a global competition for young designers, creators, innovators, and artists."

### 2016 & 2017 - Finalist, Photographer's Forum Contest

Finalist in the 36th Annual College & High School Photography Contest; work published in *Best of College & High School Photography 2016* and *2017*.

### 2015 - Jocelyne Couture-Nowak Memorial Scholarship

Recipient of the Jocelyne Couture-Nowak Memorial Scholarship for French Majors at Virginia Tech. My multi-cultural background, fluency in the French language, and passion for breaking language and cultural barriers allowed me to win the memorial scholarship.

### 2013 & 2014 - Art Scholarships, School of Visual Arts (SOVA) at Virginia Tech

Recipient of two Art Scholarships from the school for excellent work ethic and creativity.

## EXHIBITIONS

### 2021 – THE END/2020, Linear Gallery, UMD School of Architecture, Planning & Preservation

Exhibited a series of photographs reflecting my experience of the pandemic year 2020, as I ventured out of my comfort zone into street photography.

### 2017 - TypeSetFree, Perspective Gallery, Virginia Tech

Created the SOVA logo animation and collaborated on the typographic exploration book *HAVOC* displayed. The exhibition showcased projects that analyzed form, concept, and expression.

### 2016 - Art of Contrast, XYZ Gallery, Blacksburg VA

Showcased a series of photographs that portrayed contrast through color, form, subject matter, and overcoming racial stereotypes.

## EDUCATION

### 2018 - 2020

Graduate Certificate in Multimedia Journalism at the University of Maryland

### 2012 - 2016

BFA in Visual Communication Design at Virginia Tech  
BA in French Language and Literature at Virginia Tech