

# IVAN IVANKOVIĆ

SENIOR GRAPHIC DESIGNER

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BRANDING • PACKAGING • PRINT DESIGN

POS MATERIALS • LARGE FORMAT • VISUAL COMMUNICATION

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19+ years of experience in branding, packaging, POS materials, large format graphics and print production for international FMCG brands.

## SELECTED CLIENTS



THE WORLD BANK  
IBRD • IDA • WORLD BANK GROUP



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# COCA-COLA

## BRANDING & VISUAL COMMUNICATION

2021 / 2022 / 2023 / 2024

A selection of branding and visual communication projects created for Coca-Cola, ranging from international conventions and retail environments to corporate interiors and promotional materials. The work includes environmental graphics, visual identity development and creative print solutions designed to deliver a consistent brand experience across multiple touchpoints.

### PROJECT SCOPE

-  International Convention Branding  
(Split & Dubrovnik)
-  100+ Retail Outlets Branded
-  Corporate Interior Branding
-  3D Promotional Design



# COCA-COLA

## SPECIAL PROJECTS & PREMIUM PACKAGING

2018 / 2019

Over several years I collaborated on a wide range of Coca-Cola projects, from premium executive gifts and international conventions to nationwide retail branding, POS materials and promotional packaging.

My role included structural design, die-line development, creative concepts, print production and visual communication across multiple campaigns.

### PROJECT SCOPE

**5b** 50th Anniversary Commemorative Packaging  
Custom structural packaging created for Coca-Cola's 50th anniversary in Croatia.

**10b** Executive Summit Gift Packaging  
Custom premium gift packaging designed for Coca-Cola executives attending the Dubrovnik Executive Summit.



# COCA-COLA

## INNOVATIVE PACKAGING & STRUCTURAL DESIGN

2021 / 2022 / 2022 / 2023

Designed to transform traditional printed materials into engaging brand experiences. From an interactive Halloween neckhanger that becomes a wearable mask to a self-assembling Christmas tree and custom POS displays, each concept combines creativity, structural design and production expertise.

### PROJECT SCOPE

- 💡 Creative Concept Development
- ✂️ Structural Packaging Design
- 📐 Die-line Engineering
- 📦 Interactive Packaging
- 🖨️ POS Display Design
- 🔧 Print Production

*Coca-Cola*

### INTERACTIVE NECKHANGER

Transforms into a wearable Halloween mask.



# COCA-COLA

## MENU DESIGN & HOSPITALITY COMMUNICATION

2016 / 2017 / 2018 / 2019

Development of bespoke menu concepts and editorial communication for restaurants, cafés, hotels and bars. Each project was tailored to the venue's identity, combining creative storytelling, typography and print production to create memorable hospitality experiences.

### PROJECT SCOPE

- ✎ Editorial Design
- 📖 Menu Design
- 🖋 Illustration
- 🔤 Typography
- 🖨 Print Production

*Coca-Cola*



# SCHWEPPE'S

## COCKTAIL CATALOGUE

2020 / 2021

The objective was to redesign the traditional cocktail menu into a memorable branded experience. Four distinctive concepts were developed, each with a unique construction, material and presentation style to enhance customer interaction and reinforce Schweppes' premium positioning.

### PROJECT SCOPE

- 💡 Creative Concept
- 🏗️ Structural Design
- 📐 Custom Die-line Design
- 🖨️ Print Production
- 📄 POS Communication



# CAPPY

## POS COMMUNICATION

2020 / 2021

A range of POS materials designed to increase visibility and drive sales. All materials were developed based on the provided key visual, ensuring a strong and consistent brand presence across different retail touchpoints while maintaining production feasibility and visual impact.

### PROJECT SCOPE

- 💡 Creative Concept
- 📐 Structural Packaging Design
- 📐 Custom Die-line Design
- 🖨️ Print Production
- 📄 POS Communication



# FUZETEA

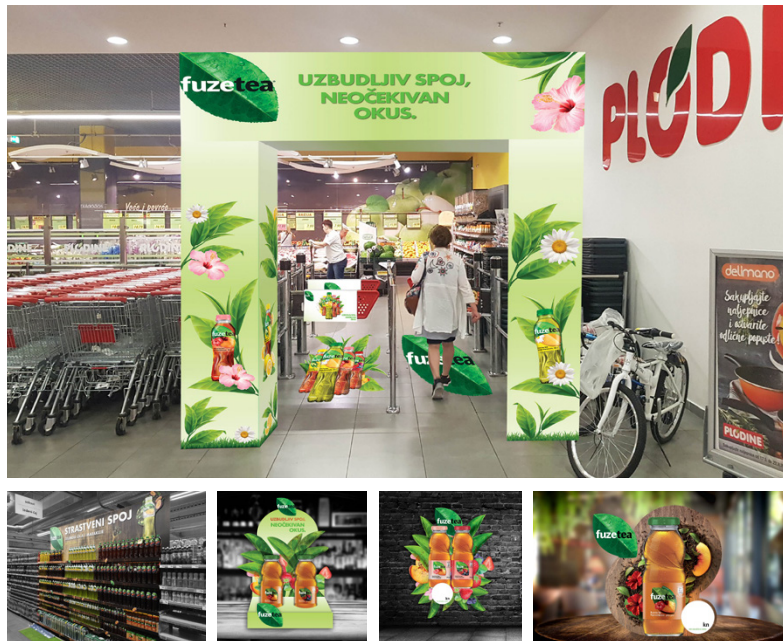
## RETAIL COMMUNICATION

2019 / 2020 / 2021 / 2022

Designed and developed a wide range of POS and retail communication materials based on existing campaign visuals. The project included structural design, custom die-lines, large-format applications and print-ready production for nationwide in-store campaigns.

### PROJECT SCOPE

- 🔧 Creative Concept
- 📐 Structural Packaging Design
- 📐 Custom Die-line Design
- 🖨️ Print Production
- 📄 POS Communication



# HEINEKEN

CONVENTION 2017

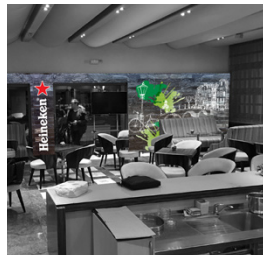
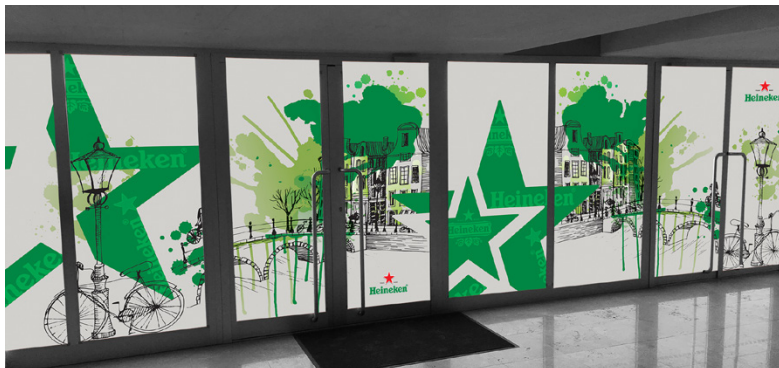
OPATIJA

Visual identity and environmental branding created for the Heineken Sales & Marketing Convention held at Hotel Adriatic in Opatija.

Designed from concept to final production, the project combines Heineken's visual identity with original architectural illustrations inspired by Opatija. The result is a fully integrated environmental branding system that transformed the hotel into a unified event experience.

## PROJECT SCOPE

- 💡 Concept Development
- 🎨 Art Direction & Illustration
- 🖨️ Print Production
- 🖼️ Wall & Window Graphics
- 📅 Event Branding



# HEINEKEN

## REGIONAL WORKSHOP

ZAGREB 2016

Branding and environmental graphics created for the Heineken Regional Workshop, bringing together participants from Croatia, Slovenia, Bulgaria, Serbia, and Bosnia & Herzegovina.

The concept visualized the host city — Zagreb — together with Ljubljana and Sofia through original architectural illustrations, creating a unified visual identity that connected all participating countries within a single event environment.

### PROJECT SCOPE

- ✎ Concept & Design
- ✎ Illustration
- ✎ Wall Graphics
- ✎ Print Production
- ✎ Event Branding



4 COUNTRIES  
1 WORKSHOP  
1 VISUAL IDENTITY



# HEINEKEN

## CONVENTION 2018

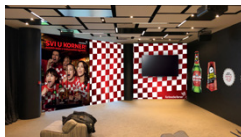
### ROVINJ, HOTEL LONE

Complete branding and visual transformation of the Hotel Lone conference venue for the Heineken Sales & Marketing Convention.

The concept transformed the venue into a modern retail-inspired environment through branded zones, environmental graphics and engaging point-of-sale experiences, creating a consistent visual identity across the entire event.

#### PROJECT SCOPE

- 💡 Concept & Design
- ✍️ Illustration
- 🖼️ Wall Graphics
- 🖨️ Print Production
- 🏷️ Event Branding



# HEINEKEN

## TRADE MARKETING BOOKLETS 2018-2019

Design and production of comprehensive Trade Marketing Booklets developed for the Heineken and Karlovačko sales teams.

The publications served as complete visual guidelines for retail communication, presenting POS materials, campaign concepts, promotional mechanics and in-store applications across multiple brands and sales channels.

### PROJECT HIGHLIGHTS

- 💡 Concept Development
- ✍ Editorial Design
- 📄 Layout & Typography
- 🖨 Print Production
- 👁 Art Direction

- 📖 200+ Pages
- 📑 1000+ Visual Applications
- 🍺 7 Beer Brands
- 📍 Retail & Horeca Communication



# HEINEKEN

HORECA

COMMUNICATION

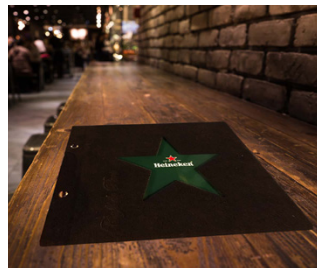
Restaurants • Bars • Cafés

Development of branded communication materials for the Horeca channel, including menus, beer cards, table communication and promotional collateral.

The objective was to create a consistent visual identity across restaurants, cafés and bars while strengthening brand visibility and improving the customer experience.

## PROJECT HIGHLIGHTS

- 🔧 Concept Development
- 🎨 Art Direction
- ✂️ Editorial Design
- 🖨️ Print Production
- 📢 Brand Communication



# FAMILY FUN FEST

BRAND IDENTITY  
2020

Development of a complete visual identity for Family Fun Fest, a multi-day annual family festival held at **Maistra's Hotel Amarin in Rovinj**, created for **FM Agency (Ljubljana)**.

The project included the creation of the festival logo, visual identity and a comprehensive branding system applied across promotional materials, apparel, signage and event communication, establishing a recognizable identity for future editions of the festival.

## PROJECT HIGHLIGHTS

- 💡 Brand Strategy
- ✍️ Logo Design
- 🎨 Visual Identity
- 📅 Event Branding
- 🖨️ Print Production



# UNESCO

## CULTURAL DESTINATION BRANDING

2021

Creative direction for the branding of four UNESCO-protected municipalities in Albania, developed as part of an international cultural heritage and tourism initiative supported by the World Bank.

The project included destination branding, visual identity systems and communication concepts tailored to the unique identity of each municipality. As part of the initiative, a complete visual identity was developed for Sarandë, while creative direction was provided across the branding of Berat, Gjirokastrë and Përmet.

### PROJECT HIGHLIGHTS

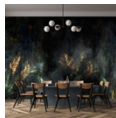
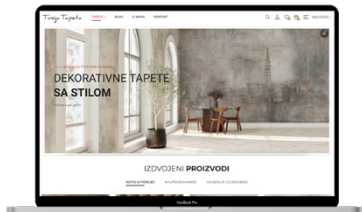
-  Creative Direction
-  Brand Strategy
-  Logo Design
-  Visual Identity
-  Destination Branding



# PERSONAL BRANDS

Beyond client work, I founded and continue to develop two independent brands. From concept and branding to product development, e-commerce, production and customer experience – I handle the entire process from start to finish.

## TVOJA TAPETA CUSTOM WALL MURALS & INTERIOR GRAPHICS



- 👤 Founder
- 📁 Brand Identity
- 🛠️ Product Development
- 🖨️ Wallpaper Collection

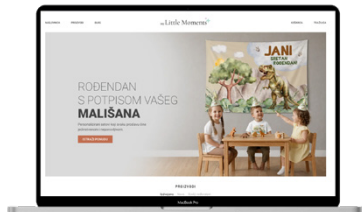
- ✏️ Design
- 🛒 E-commerce
- 🏠 Large Format Production
- 🔧 Installation



my Little Moments

tvojatapeta.com

## MY LITTLE MOMENTS PERSONALIZED PARTY DECORATIONS



- 👤 Founder
- 📁 Brand Identity
- ✏️ Product Design
- 📦 Packaging Design

- 🛒 E-commerce
- 📱 Digital Marketing
- 🖨️ Print Production

mylittlemoments.eu