

Srd
—jan.

Based in
Lausanne, Switzerland

Portfolio
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Srdjan Ercegović

Art Director

Branding · Digital · Visual Systems

15+ years in design

About

I design brands, products and digital experiences that people instantly understand and remember.

For more than 15 years, I have helped companies transform ideas into coherent visual systems — combining creative direction, branding, digital design and storytelling.

Experience

Senior Art Director & Digital Designer

2021 — Present

OMNIA Immobilier

Leading the creative direction of one of the largest premium real estate groups in French-speaking Switzerland — responsible for the group's visual identity, digital ecosystem and communication across every touchpoint.

Creative direction	Brand systems	Digital ecosystem	Campaigns
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Selected scope

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| — Brand evolution & design system | — Premium marketing campaigns |
| — UI / UX for websites & landing pages | — Motion design & video production |
| — Editorial & print design | — Photography & image direction |
| — Marketing automation | — Collaboration with developers, printers and external partners |

Brand & Digital Designer

2021 — Present

EKKLA Interiors

Visual identity and digital experience of a premium interior design studio — from branding to e-commerce, across physical and digital channels.

Independent Designer

2017 — Present

Freelance

Brand identities, websites, editorial design, motion graphics and digital experiences for companies building coherent, modern and memorable brands.

Selected work

01	OMNIA Immobilier	Art Direction · Branding · Digital · Campaigns
02	EKKLA Interiors	Branding · Digital · E-commerce
03	Lausanne Hockey Club	Branding · Motion · Content
04	Bertrand Piccard	Digital · Communication
	Also	LUC Volleyball · Lausanne Volleyball Club

Previous experience

Lausanne Hockey Club — Graphic & Motion Designer	2020
Espace Graphic — Lead Multimedia Designer	2015 — 2019
Kameleon — Web & Brand Designer	2015
Espace Graphic — Multimedia Designer	2012 — 2014
Widdoo Learning — Junior Web & Graphic Designer	2011

Expertise

Creative Direction Brand Identity Visual Systems	Creative Strategy Digital Design UI / UX	Web Design Editorial Design Motion Design	Photography
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AI & creative technology

AI-assisted creative workflows Creative automation AI agents & orchestration	Generative image / video Creative coding Spatial interfaces
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Tools

Design Web / Code Motion AI / Creative tech Automation	Figma · Adobe Creative Cloud · Framer Webflow · WordPress · Shopify · HTML · CSS · JavaScript · Next.js · Three.js · GSAP · Vercel · GitHub After Effects · Premiere Pro · Cinema 4D Claude · ChatGPT · Midjourney · Flux · Cursor · Higgsfield Make · Mailchimp · Brevo · HubSpot
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Languages

French Serbian	Native Native	English Spanish	Professional Intermediate
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Education

CFC — Interactive Media Designer ERACOM — Lausanne	2010 — 2015
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References available upon request