



Hello,

nice to meet you!

My name is Darko, I'm 44, based in Europe and I'm a professional graphic designer with 20 years of experience and a strong background in the printing industry.

I specialize in logo design and branding, but I'm also a versatile graphic designer able to deliver a wide range of graphic design services for web & print.

I have 15 years of experience working in a local digital printing business and 10 years of experience working with international clients and agencies. I started freelancing on the side in 2013. and made the leap into solopreneurship in 2017.

I am self-employed and a registered Sole Proprietor which means I am fully focused on projects, ready to deliver on time and most importantly - bring value to the team. So come on -

let's do stuff together!

basics

born

April 4, 1979

Yes, I remember life without smartphones and the Internets.

school

Economy & Trade school

facts

Style: versatile, modern

Always on time

Reliable

Efficient

Problem solver

Custom designs

Web and print

Experienced

work experience

Nenographics

1999 - 2017

Digital Printing

Design, Large format digital printing and vinyl cutting. signmaking, print pre-press. Designing signs, billboards, vehicle decals, window decals etc.

Okanagan Media Group

2015 - present

Creative Director

Graphic design for print and web, branding, logo design, social media packages, websitedesign, corporate documents, brochures, posters, business cards and video editing.

DK Design

2017 - present

Owner

Self-employed Graphic designer and a registered Sole Proprietor, working with international clients and agencies as well as a select number of local businesses

Moda Partners

2020 - present

Graphic Designer

Graphic design for print and web, branding, logo design, social media packages, websitedesign, corporate documents, brochures, posters, business cards.

fun facts

I'm a Virgo

Beware.

Not that i believe in astrology but I have to admit I'm a classic Virgo. Analytic, honest, loyal, hard-working, sometimes over-thinking and obsessed (borderline OCD) with details. You have been warned.

I'm also a musician

I play bass and guitar.

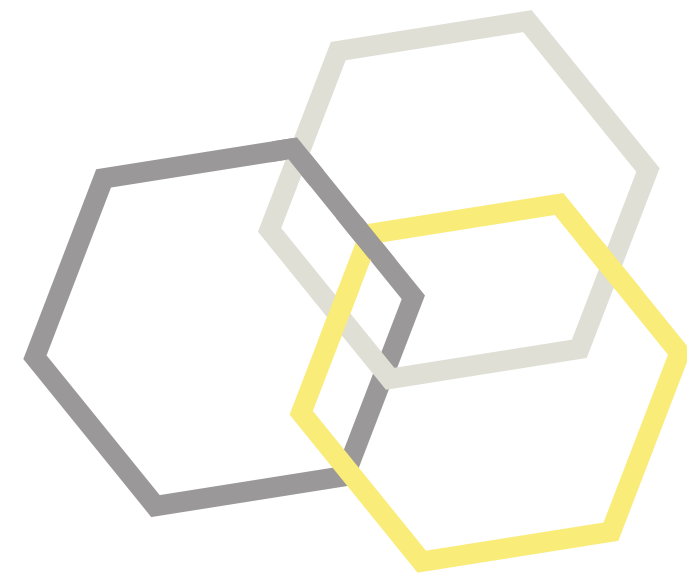
I played in local hardcore-punk and heavy metal bands and even toured Europe once!

Most terrifying thing I ever did

Quit a steady job and started my own business.

Most exciting thing I ever did

Quit a steady job and started my own business.



PRESIDIO SEARCH GROUP



E X I S T E N T I A



Hudson Way
CAPITAL MANAGEMENT



CIRCAL
engineering

I have worked with a number of individual and corporate clients and small businesses over the world in different sectors, including:

marketing, financial, coaching, realty, TV & media, beauty & fashion, education, agriculture, food & travel and logistics



Jasna's
DevOps Lab



LOGOPANDA



ŠTAUB & ŠEĆER



**THE URBAN
CAVEMAN**

Being able to work with businesses and build their brands right from the start brings immense satisfaction into my life. There is nothing more rewarding than watching a brand I helped create grow and become successful.



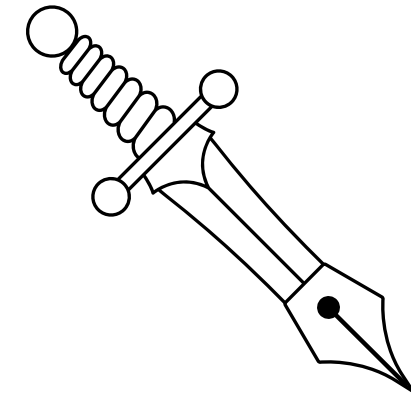
One of the specialties I developed over the years are handwritten monogram logos. Classic, timeless, completely custom designs for that high-end look and feel.

Links:

[Natalie Sanfilippo](#)

[Creative
Cinemagraphs](#)

[Moda Partners](#)



KRAYKULLA
W E B Z I N E



KAZALIŠNA DRUŽINA
ŠTOLCNER



M A L I
TEATAR

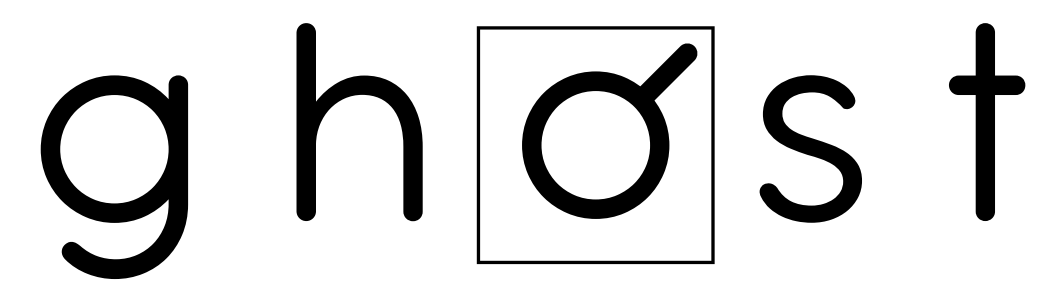


KALEIDOSKOP
DRAMSKA PRODUKCIJA

I have worked extensively with clients and NGO's in culture, media and publishing, creating numerous logos, posters and cover artwork

Links:

- [Kraykulla webzine](#)
- [Mali Teatar](#)

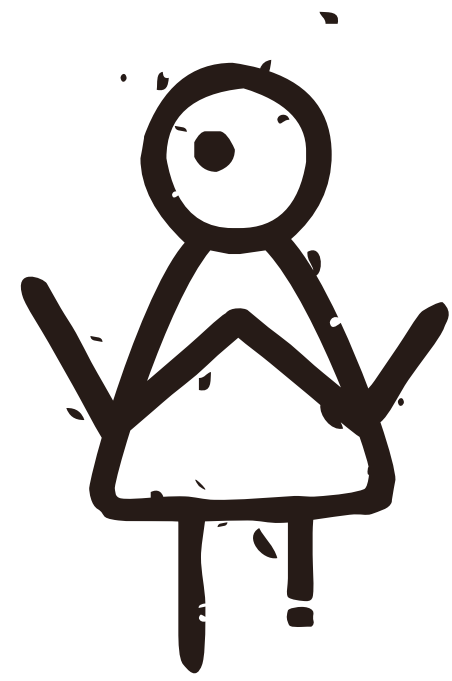


MENU CONCEPTS BY CRG



I have extensive experience working within the food / restaurant industry through [Carbone Restaurant Group](#), creating new brands, digital and printed menus and signage, social media assets and brand development

Links:
[Plantza](#)



Here you can see EVEN MORE pretty logos I created over the years.

Because the world needs more pretty logos.

Links:

[Good Pup Co.](#)

Brand

SKINTECHNOLOGY C O M P A N Y



SkinTech is an exciting new company revolutionizing the tattoo removal industry. I helped create the brand from scratch - logos, brand story and visuals, packaging and print & web marketing assets



Who is Skin Technology Company?



Our Mission is to positively change lives through skin solutions



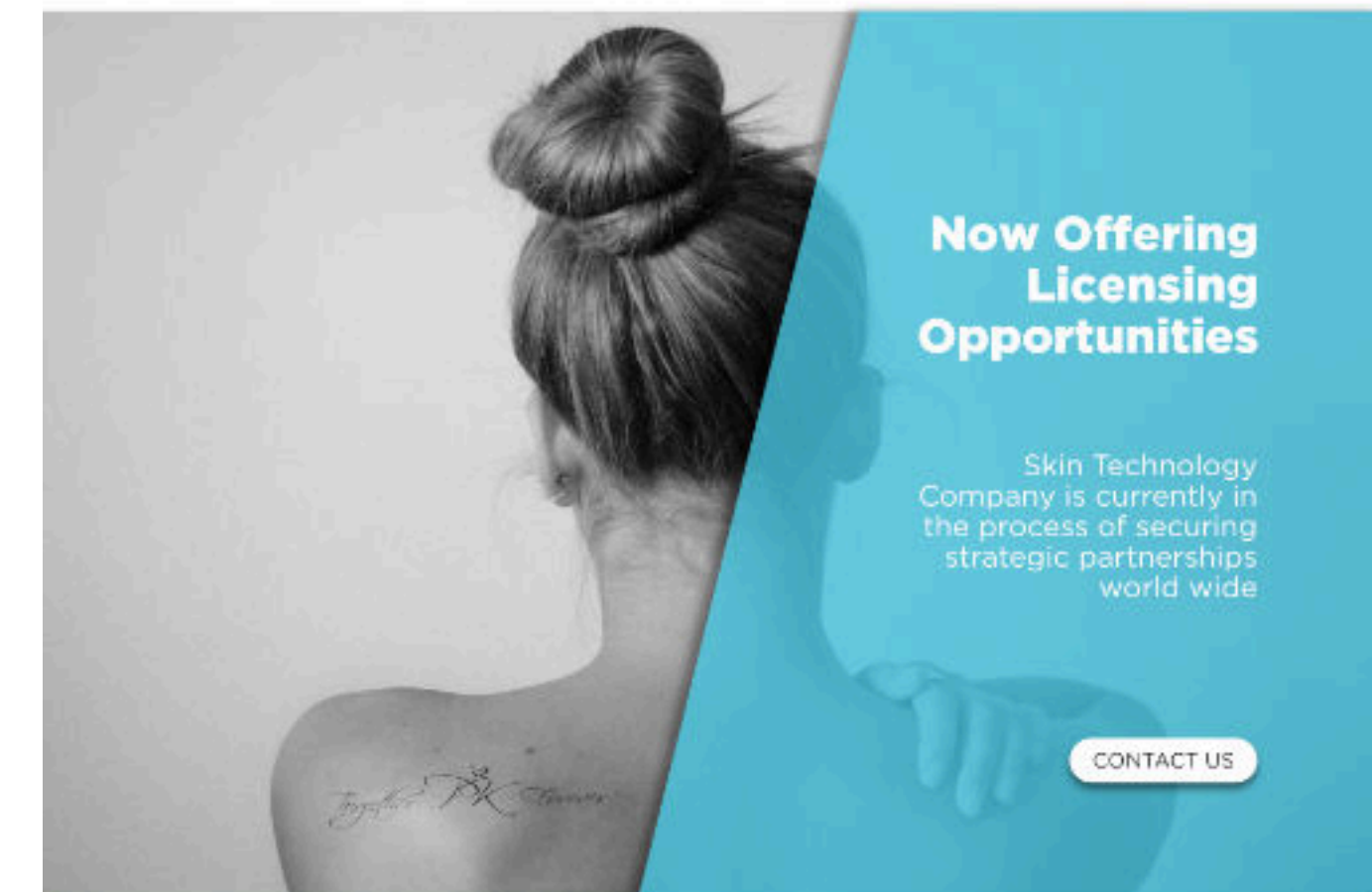
We provide a simple solution for natural non laser tattoo removal



We have a worldwide patented procedure & patent pending technology



We are an international company expanding world wide



Now Offering Licensing Opportunities

Skin Technology Company is currently in the process of securing strategic partnerships world wide

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RECEIVE OUR UPDATES

Enter your email

[SUBSCRIBE](#)

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C O M P A N Y

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Info@SkinTechnologyCompany.Com

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CRG

CARBONE
RESTAURANT
GROUP




CLASSIC PIZZA		Traditional or Whole Wheat Thick Crust 8", 12", 14" - add \$3 Gluten Friendly 12" - add \$3			
	SM 8"	MED 12"	LGE 14"	XL 16"	
CHEESY FLATBREAD [Ⓢ]	\$5.95				
Garlic infused oil, mozzarella, parmesan, oregano					
CHEESE [Ⓢ]	\$7.95	\$10.95	\$12.95	\$15.95	
Classic tomato sauce, mozzarella					
PEPPERONI	\$9.95	\$12.95	\$14.95	\$17.95	
Classic tomato sauce, mozzarella, pepperoni					
PEPPERONI MUSHROOM	\$10.95	\$13.95	\$15.95	\$18.95	
Classic tomato sauce, mozzarella, pepperoni, mushroom					
HAWAIIAN	\$10.95	\$13.95	\$15.95	\$18.95	
Classic tomato sauce, mozzarella, ham, bacon, pineapple					
MARGHERITA [Ⓢ]	\$10.95	\$13.95	\$15.95	\$18.95	
Classic tomato sauce, bocconcini, cherry tomato, basil, extra virgin olive oil					




BUILD YOUR OWN		Your Pizza, Your Way. Choose your dough, your sauce, your cheese. Up to 4 toppings or UNLIMITED!			
	SM 8"	MED 12"	LGE 14"	XL 16"	
UP TO 4 TOPPINGS	\$11.95	\$16.95	\$21.95	\$25.95	
UNLIMITED		\$19.95	\$26.95	\$30.95	

SIGNATURE PIZZA		Chef's Creations			
	SM 8"	MED 12"	LGE 14"	XL 16"	
CHIK AND PEPPER	\$12.95	\$17.95	\$22.95	\$27.95	
White sauce, mozzarella, roasted chicken, bacon, mushroom, cracked pepper					
JOJO					
Classic tomato sauce, mozzarella, salami, ham, green pepper, red onion					
HAWAIIAN HEAT					
Classic tomato sauce, mozzarella, ham, pineapple, banana pepper, chipotle sauce, chili flakes					
PESTO BRUSCHETTA					
Spinach pesto, feta, roasted chicken, sun dried tomato, fresh basil, garlic oil					
POPEYE [Ⓢ]					
Classic tomato sauce, mozzarella, cheddar, spinach, tomato, red onion, green pepper, mushrooms					
TYROL					
Classic tomato sauce, mozzarella, Italian sausage, ham, mushroom					
3 FORMAGGI [Ⓢ]					
White sauce, mozzarella, crumbled gorgonzola, parmesan					
PICCANTE					
Classic tomato sauce, mozzarella, Italian sausage, pepperoni, banana pepper					
MODERN FIESTA [Ⓢ]					
Classic tomato sauce, vegan mozzarella, vegan bacon crumble, tomato, green pepper, corn, jalapeño, vegan spicy aioli drizzle					
BUTTER CHICKEN PIZZA					
Butter sauce, mozzarella, butter chicken, red onion, green pepper					
SPICY MEATBALL					
Classic tomato sauce, mozzarella, meatballs, tomato, hot pepper, onion					
BUTTER PANEER VEG PIZZA [Ⓢ]					
Butter paneer sauce, mozzarella, sliced paneer, red onion, green pepper					
MEDITERRANEAN					
Classic tomato sauce, mozzarella, feta, pepperoni, sun dried tomato, black olive					
THE G.O.A.T					
White sauce, mozzarella, goat cheese, sausage, roasted red pepper, red onion, parmesan, chili oil					
GRECO [Ⓢ]					
Classic tomato sauce, mozzarella, feta, tomato, red onion, black olive					
MEAT LOVERS					
Classic tomato sauce, mozzarella, pepperoni, salami, ham, seasoned beef, sausage					
CHICKEN BACON RANCH					
Ranch sauce, mozzarella, cheddar, bacon, roasted chicken					
VEGGIE DELUXE [Ⓢ]					
Spicy tomato sauce, mozzarella, green pepper, red onion, black olive, mushroom					


PANINI
Your choice of panini & a half size classic salad

\$12.95



PASTA
Your choice of pasta & a half size classic salad

\$14.95



PIZZA
8" 2 topping pizza & a can or fountain drink

\$9.95



I acquired extensive experience in the food industry working with CRG and it's sub brand [Fast Fired](#). I created digital and printed menus and signage, social media assets, and helped develop the brand into a franchise with 7 locations and expanding

igor baksa



KALEIDOSKOP
DRAMSKA PRODUKCIJA

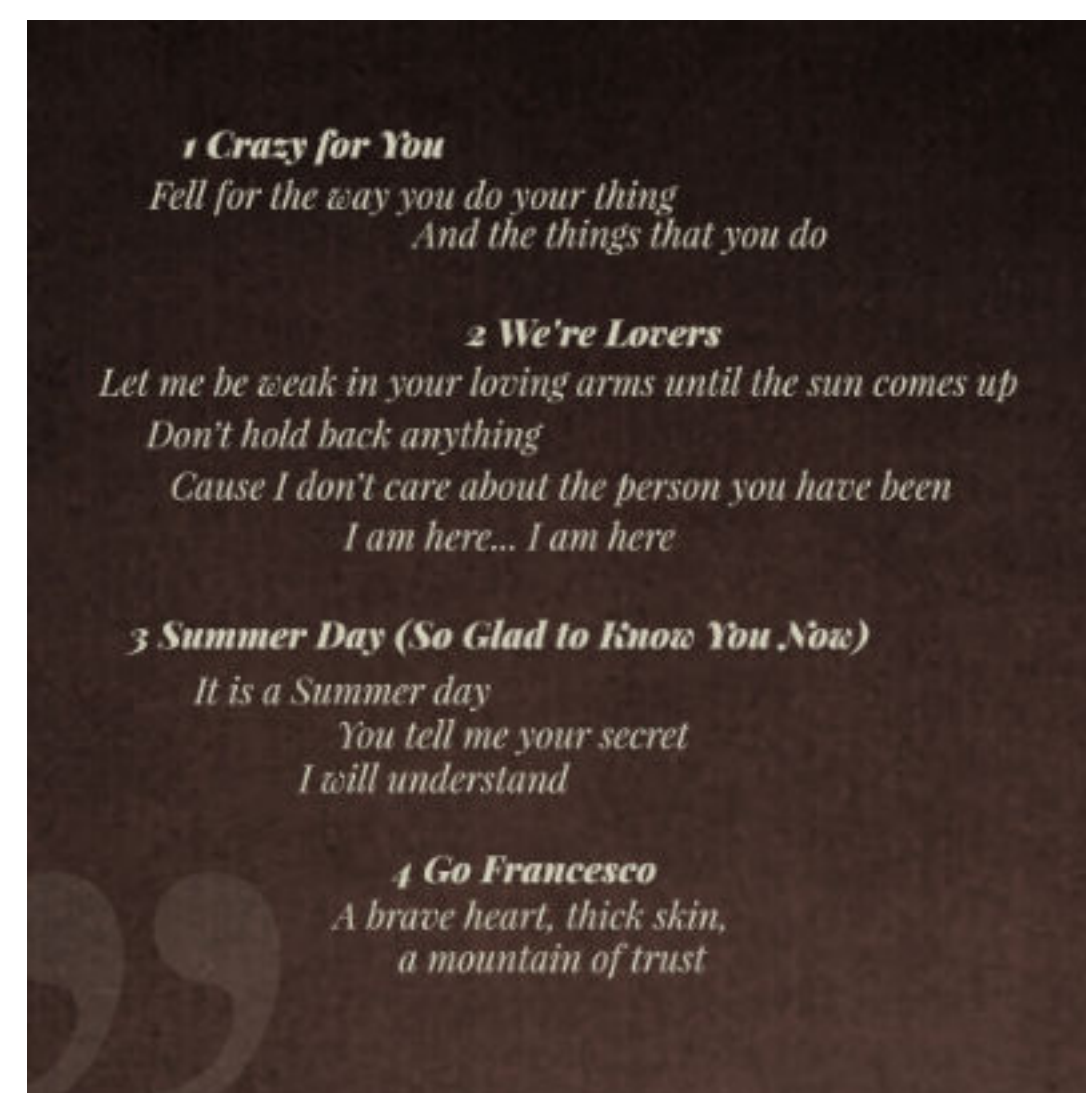


MALI
TEATAR

Igor Baksa is a multi talented Croatian actor, musician, composer and writer and a long time friend.

I created numerous logos for his brands, posters for theater shows and cover artwork for his records.





[Frau Wax](#) is a german pop band and I had the pleasure of creating the artwork for their 2019 EP "We're Lovers".



THE
AMARE
COLLECTION

[The Amare Collection](#) is a brand that specializes in luxury gifts.

I created the logo, branding and packaging.





SUTHERLAND

GROUP



[The Sutherland Group](#) of Companies is an integrated network of heavy industry experts. I created logos and branding for the Sutherland Group, and redesigned BC Eco and KC Drilling logos

If you're looking to find out even more about me, here is an interview I did for ExpertMap.eu, [published on May 16, 2020](#)

Hi Darko, today we would like you to give our community a glimpse into your work as professional graphic designer with almost 20 years of experience in the design and printing industry.

Happy to have you here.

Maybe at first, can you give us a short introduction about you?

My name is Darko and I'm a professional graphic designer with almost 20 years of experience in the design and printing industry. I specialize in logo design and visual branding but I am also well versed in a wide range of print and digital graphic design services.

What have you done before you become an expert?

I worked as a designer and print operator in a small local digital printing business for more than 15 years. I learned a lot about the printing process and how to create and apply design solutions in different environments. I worked as a designer and print operator at the same time, which gave me valuable insight into all the mechanisms that make design stand out and work in all conditions and different environments.

How did you become a design expert and what is your expertise?

I think of myself more as an experienced or seasoned designer rather than an expert, but I guess at 41 (yikes!) and a lot of experience under my belt I guess I could pass as an "expert" My expertise is logo design and visual branding.

Back when I was working in the local printing business

I reached a level where I wasn't really able to learn anything new or get an actual promotion so I started thinking about what I could do to learn new skills and level up in my career. Logo design and branding was a logical choice as that was something I really liked working on and it felt natural. I stumbled upon 99designs, a platform that runs design contests for clients, and I actually won the very first contest I entered! Beginner's luck, of course, but a real eye-opener, too so I decided to give it a go.

For the next year or so I entered numerous contests (and won a few, lol) and even met clients I still work with today! One thing led to another and I soon had real clients from all over the world and started working on interesting projects that helped me really hone my skills and switch to a professional career as a full-time self employed Sole Proprietor.

To get even deeper: What makes you unique as a professional?

I come from an alternative/activist background deeply rooted in the DIY/punk rock ethic and culture. I am also a musician, I play bass and guitar and I used to play in a couple of local punk and metal bands 20-odd years ago. I also used to write songs and lyrics for my bands and projects, poetry and short Sci-Fi stories. After I stopped actively playing, I got a job in the creative industry and that was a logical step for me. So, all my life I was involved in some kind of creative work and I believe all these experiences and ethics combined make me unique.

The other thing that makes me unique, is that 90% of my clients are women entrepreneurs from all over the world. I never planned this, it just happened that way and at first I didn't actually pay a lot of attention to the fact, but the longer I worked as a freelance professional the more female clients I had. Some of these business relationships started more than 5 years ago – like the one with Lisa from Ever Better Coaching and Consulting or Samantha from OMG web development and design, which I think is amazing and am really thankful for that.

Sounds awesome. So, why do you like to work in the field of design and what inspires you?

I love the creativity. Sometimes even the simplest tasks require some kind of problem solving and finding creative solutions is what makes me tick. I find inspiration in all these small challenges that keep my brain going and test my skills every single day. It's relatively easy to stay self-motivated when you work on something you really love. I could never work another boring 9-5 job again!

With your background, what else are you passionate about outside of work?

Music! Mountains! Star Trek!

I also run a couple of side projects whenever I have the time. I create motion graphics called cinemagraphs, which are sold as stock video clips and can be used in a variety of online marketing and business projects. The project is called Creative Cinemagraphs and you can check it out on [Instagram](#) or shop [here](#).

I also just started a clothing store [Made To Pop!](#) which is based on a series of quirky and funny artworks I create when I'm feeling bored or just randomly inspired. This is currently on hold due to the pandemic but you can check it out [here](#).

How do you motivate yourself in weak moments? Do you have a personal mantra that helps you to become the best version of yourself?

I don't have a particular personal mantra, it's the actual mindset that really keeps me going. I think proactively and try to keep a positive mental attitude and clear focus. You have to embrace the weak moments and filter out the negativity without forcing yourself into working when you're not really feeling creative or when you are stressed out. If I get depressed thinking about, say, the Corona virus crisis, I think about what I can do today to help myself tomorrow. Giving up is not an option for me and I just say to myself "Keep pushing, keep pushing" so I guess that could count as sort of a

personal mantra.

Let's learn a bit about your work. What type of projects have you worked on and what is the project you are most proud of?

I worked on diverse projects with many interesting and innovative start-ups, businesses and agencies. I created over 50 logos, worked with an innovative tattoo removal start-up, worked with digital marketing agencies, coaches, fashion designer start-up, financial sector, real estate, TV, music and media individuals and companies, technology start-ups and many, many more.

I can't choose a particular favorite but there was a very interesting project that I worked on for more than 2 years that included building an innovative tattoo removal brand from the ground up – it was a team effort within the agency I work with and we were responsible for creating the name and the vision for this company. We created visual branding for the company, product design, web and digital design, lots of print materials and basically built the whole brand. It was a great experience with all the ups and downs one might expect and I learned a lot from that.

Another project I'm proud of is for a friend who is an actor and a musician. In December 2019 he released five (that's right, 5!) albums simultaneously, and I was the creative director for all of them. I created original illustrations and covers for 2 albums and did graphic design for all 5 records.

What does your dream project look like?

Pink! Over the top! Carte blanche! Unlimited budget! 😊

Did you have any step-backs in your career? How did you overcome them?

I had a couple of step-backs, of course, and that's perfectly normal. You always have to expect the unexpected and try to prepare yourself for tough times the best you can. For instance, there will always be dry spells so I try to keep my finances balanced and always

have a safety net and savings fund. Sometimes you lose a client and have to do a lot of hustling to find a new one or there can be problems with payments so always sign a contract before you do any work. There is a solution to every problem and you have to remember that it's all about the ride, not necessarily the outcome. You learn the most from mistakes and tough times so don't be afraid of step-backs because even though it doesn't look that way when you're going through them, they will help you and strengthen you in the end.

What tools do you use regularly?

I have been a Serif Affinity supporter for quite some time now and I'm totally in love with their trinity of creative products: Designer, Photo and Publisher. Amazing software which improved my workflow on so many levels!

I'm also a CorelDraw expert, I've been using it for over 20 years now. I don't use it as much today as I used to, but it's still an important piece of software in my work, especially when it comes to printing. I also use Corel's Video Studio Pro which is great for video editing.

I like to try new software whenever I get a chance and I really like Krita and ArtRage for painting and Figma for web/UI design.

Oh, and there's my everyday companion Toggl, which is a time-tracking and reporting app.

What are your career goals?

I have to admit I'm pretty much at a stage in my career where I wanted to be, and that's the freedom to work on my own terms and grow personally and professionally, be independent and have a good work-life balance. I set these goals sometime in 2012. and achieved them in 2017. when I started my own business. When I set that 5-year plan in 2012. everything kind of aligned and all the doors opened and led to the moment where I am now. I didn't set any new 5-year plans since then because that was a big change and I wanted to see how it would all work out. Maybe

it's time to set new goals? For now I think it's just self-development and steps that would get me in the position where I would be able to maintain a steady workflow. So basically job security and sustainability are my primary goals for now. I'm also thinking about mentoring and teaching at some point in the next 5-10 years, and supporting talented young designers and especially innovators through funding and coaching.

What was the funniest / unusual moment in your career?

Darko: I created my logo when I was starting my business and it's a unicorn-knight chess piece. The day I started working as a Sole Proprietor, I threw a small party for a couple of closest friends and they all made paper horns and put them on their heads and pretended to be unicorns. I don't think I even need to mention how funny and actually pretty emotional that was.

Which three steps / ways do you think lead to success?

Passion. Creativity. Perseverance.

What is your favorite motto?

I could go on for hours about how less is more.

Thanks so much for your time, Darko. We wish you good luck with your upcoming design projects, but before I'll let you be creative again:

Do you have any tips / recommendations for the next generation of remote-workers?

Have the courage to follow your passion. Be creative, resourceful and persistent in achieving your goals. Be open to new ideas. Say yes more. Stay positive. Be grateful. And always remember to enjoy the ride! It's an amazing adventure with many ups and downs but it is also rewarding and fulfilling.



"Darko has become an absolutely essential part of my team. He is talented, responsive and reliable. I give him 100% and recommend him to anyone needing freelance graphic design work done"

- Samantha Milligan, [Okanagan Media Group](#)

"I originally started working with Darko via a logo contest. He was incredibly professional, super patient and very creative. I went back to him with another project a year later and he quickly came up with several great designs and iterated many times until I was happy. I also appreciated his willingness to offer up his opinions which I found helpful. It's amazing that the process can be so seamless considering Darko is working from a different country but he makes it work without a hitch!"

- Belinda Yan

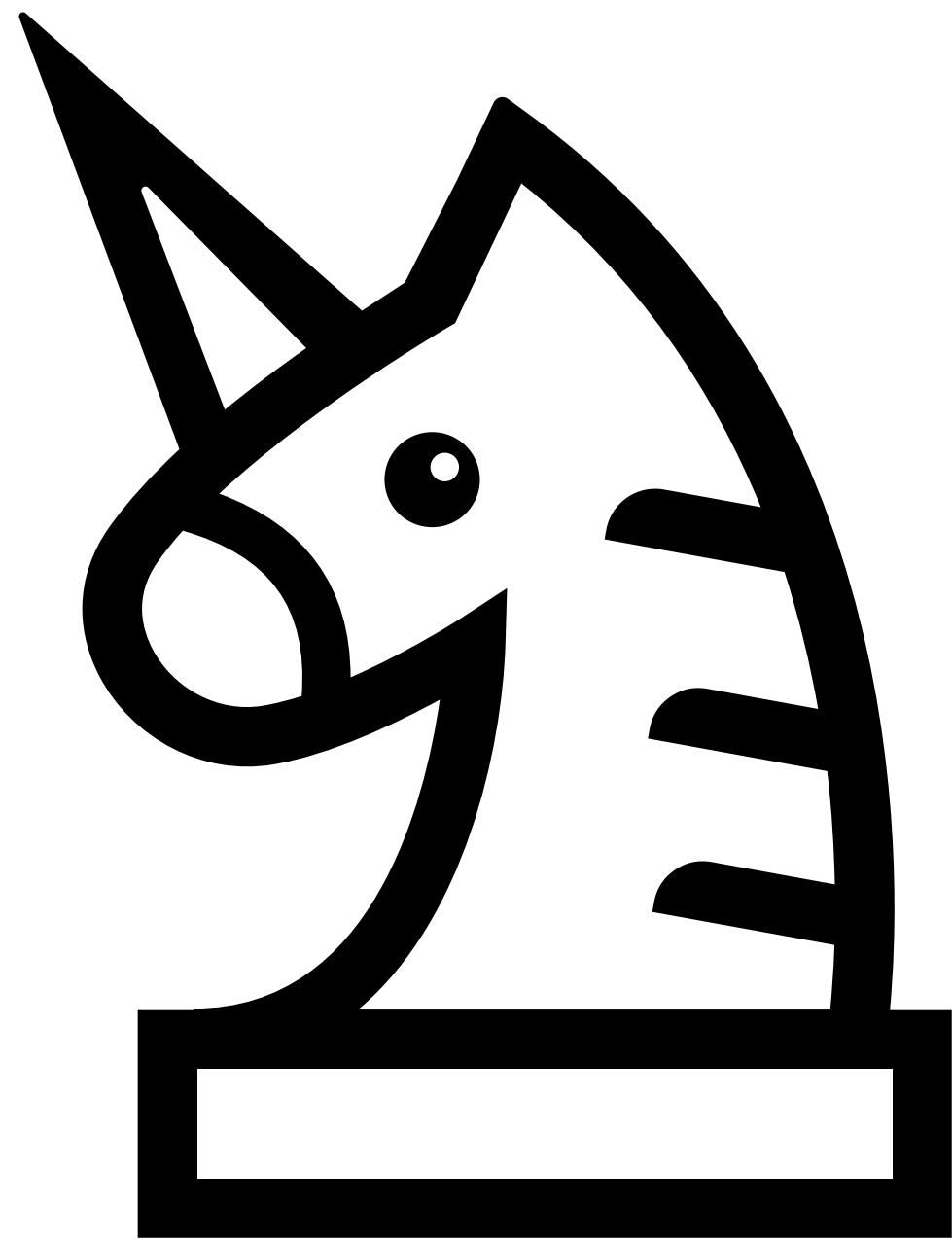
"Darko has been incredibly helpful in the design process. From start to finish, he provided us with creative and professional design options that fit our organization's vision. Thanks again, Darko. Your work has allowed us to better resonate with the population we serve."

- Chris Parise

"I love my design and website and had a great experience working with Darko! He created several logo designs that would have worked for my company and the one I chose was perfect for my vision. Once I settled on a concept, he created many variations of the image and font so that I could see alternatives. He went above and beyond in designing the logo and website pages."

- Lisa Conners Vogt, [Ever Better](#)

links



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D E S I G N

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Facebook: [/darkokriznikdesign](https://www.facebook.com/darkokriznikdesign)

Instagram: [/dkriznik](https://www.instagram.com/dkriznik)

You made it to the end!

Thanks!

Now let's make awesome stuff together!