

NIKOLA VUKOTIC

PORTFOLIO

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VN Design



DIGITAL

SOCIAL MEDIA

PRINT

PACKAGING

APPAREL

IGAMING

I have 15 years of experience developing visual solutions for brands across various industries, with a particular focus on sports design, social media, branding, print, packaging, and photo manipulation. I also have over 5 years of experience in the iGaming industry.

My expertise includes creating complete visual identities, campaign and real-time sports graphics, social media content, sports apparel and merchandise, packaging, promotional and exhibition materials, as well as advanced photo manipulation and adapting visuals for different formats and platforms.

Throughout my career, I have collaborated with international brands, sports organizations, national teams, and companies of various sizes, combining creative concepts, consistent adherence to brand guidelines, and high-quality production to deliver clear, modern, and distinctive visual results.

CLIENT

PUMA



PROJECT

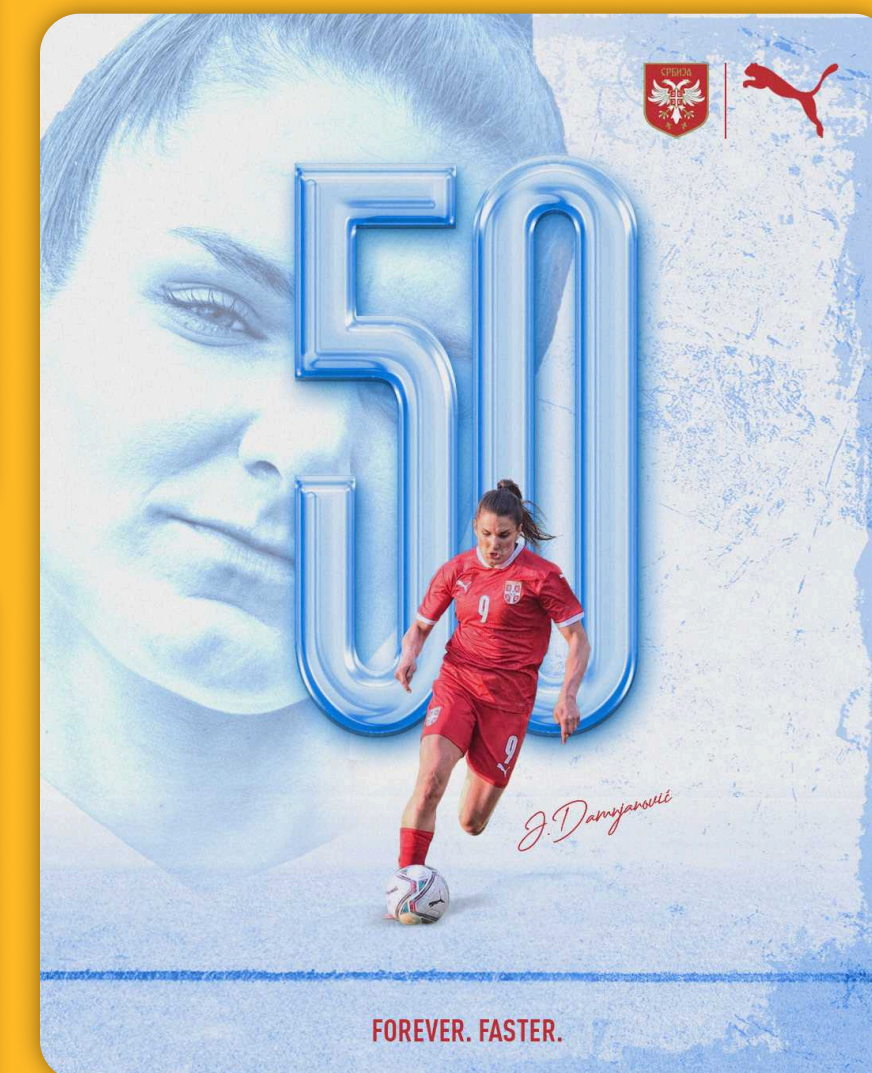
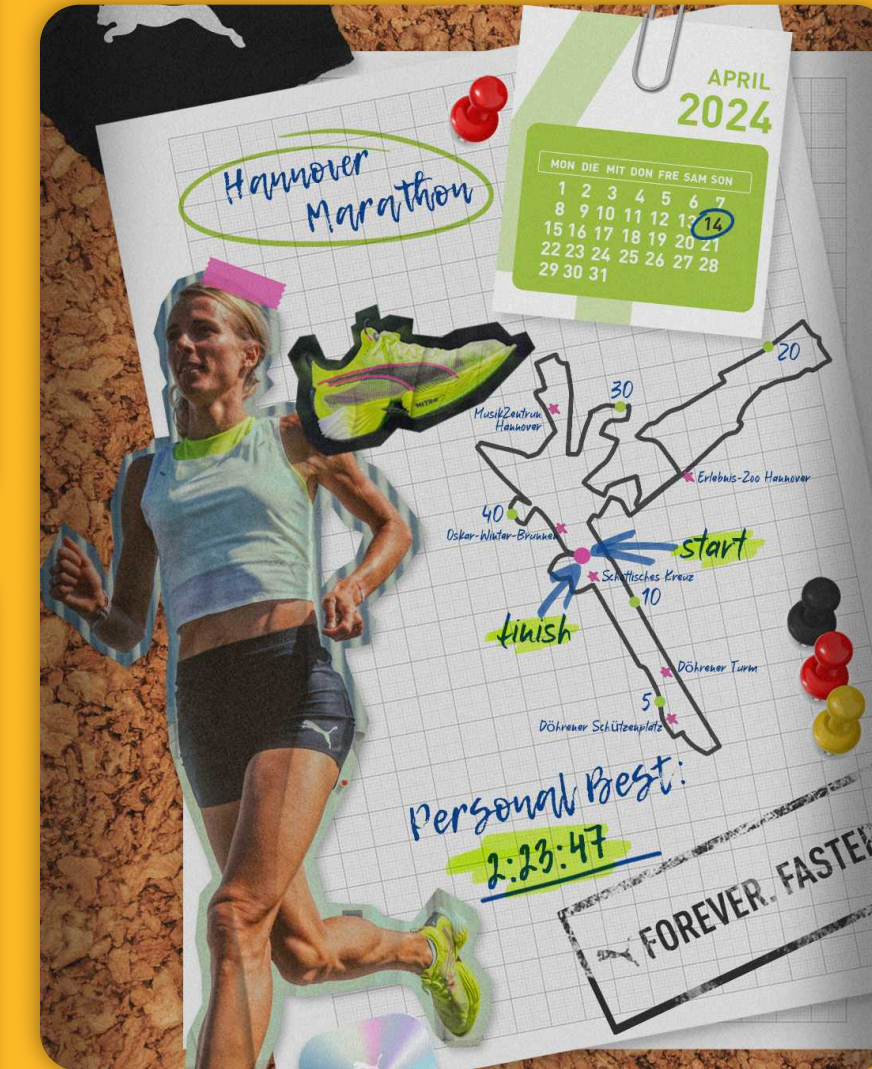
DIGITAL

SOCIAL MEDIA

Creating visual content for **PUMA**'s social media platforms, with a focus on various sports, including football, basketball, athletics, handball, and more.

My work included developing campaign and real-time sports visuals, as well as advanced photo manipulation, including digital jersey swaps, football boot replacements, and sports equipment adjustments tailored to specific campaign requirements.

Projects involved creating content featuring some of the biggest names and organizations in European sports, including the **Austrian, German, and Swiss national football teams**, the **German, Danish, and Swedish national handball teams**, as well as visuals for major international sporting events, including the **UEFA Champions League Final**.



CLIENT

TRIPLE-DOUBLE BUMBARI



PROJECT

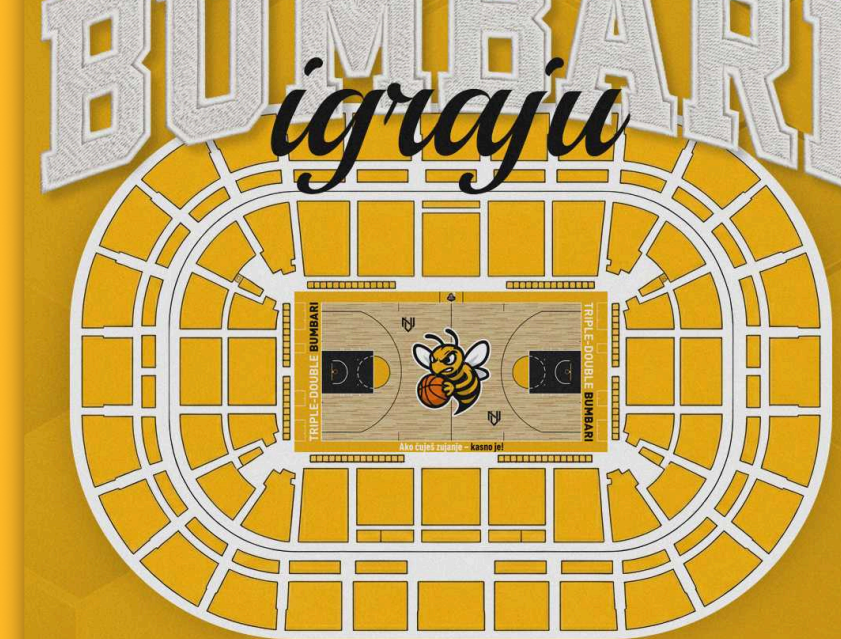
DIGITAL

SOCIAL MEDIA

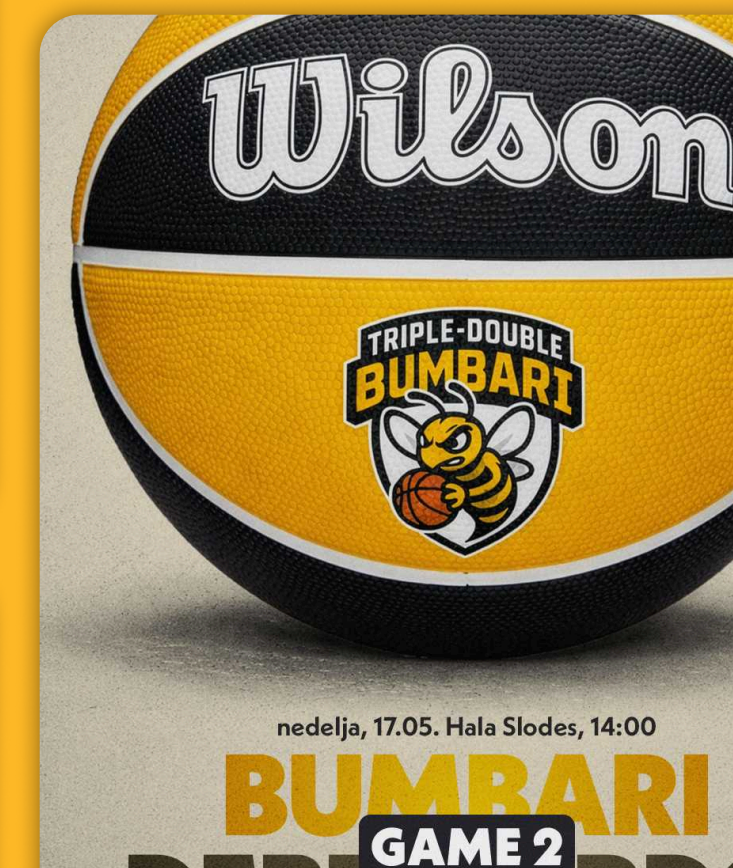
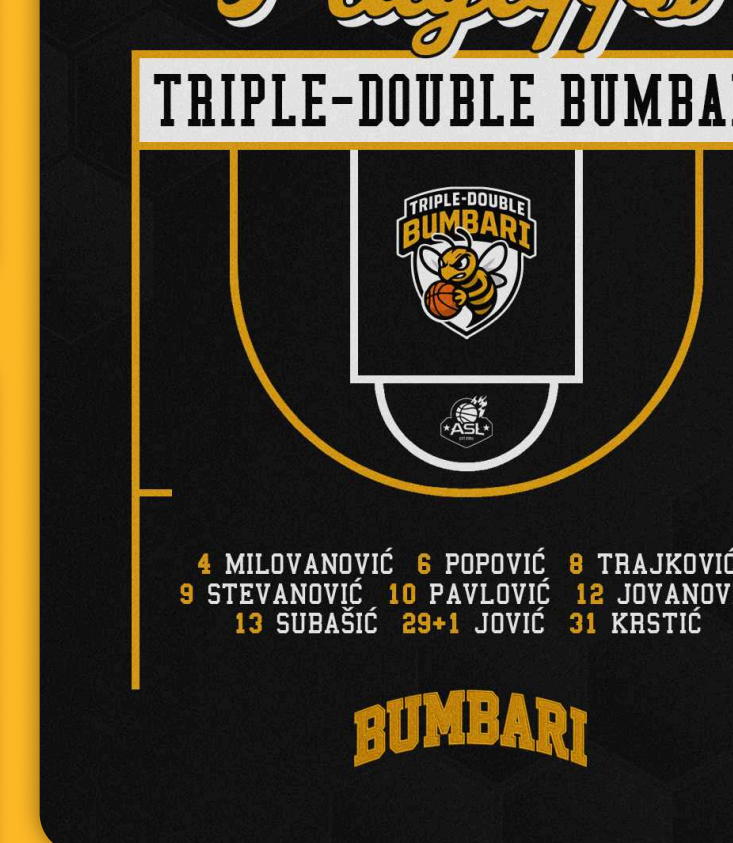
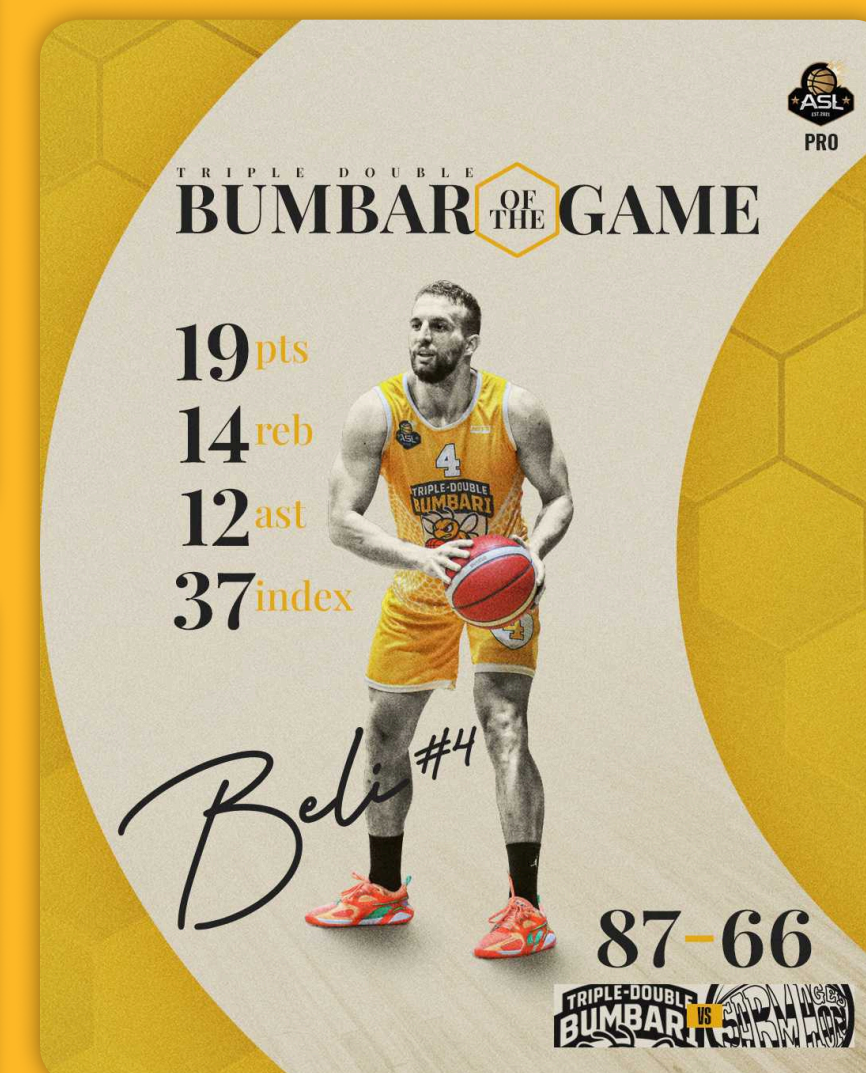
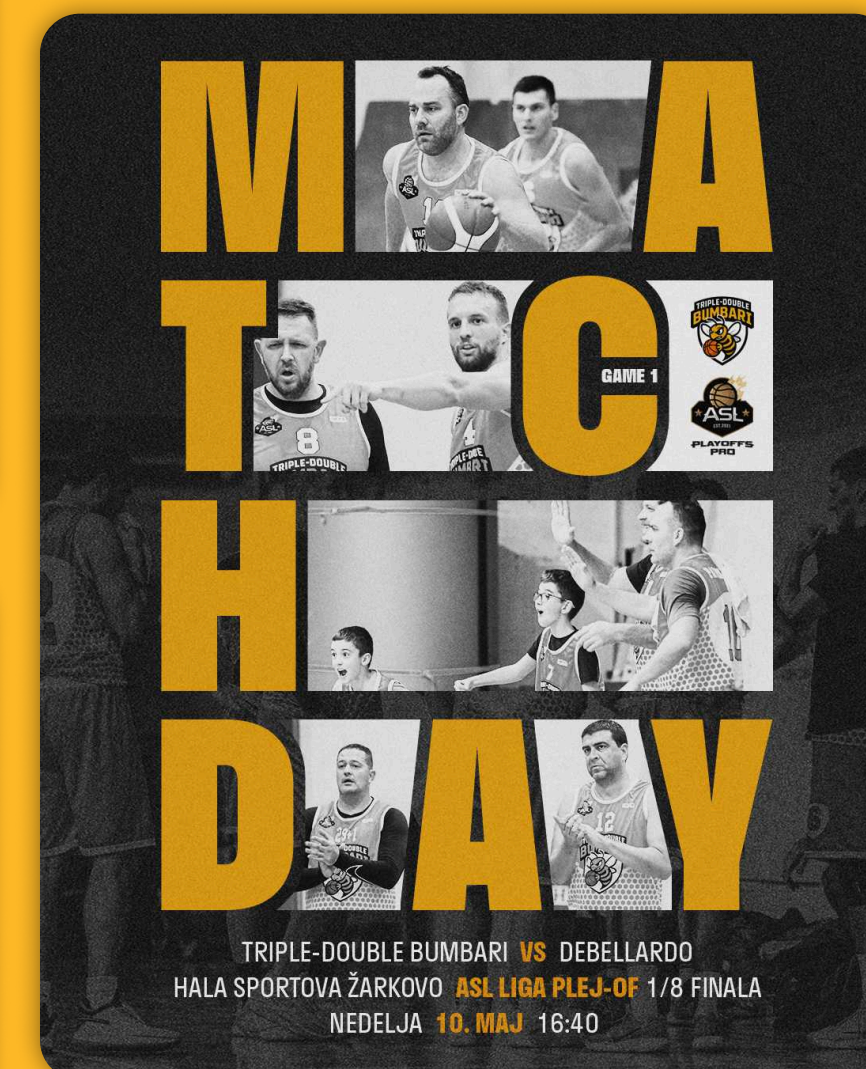
Creating a complete visual identity for **Triple Double Bumbari**, a basketball team competing in the Amateur Super League (ASL).

The project involved developing a distinctive visual system and a complete set of social media graphics, including game announcements, match results, starting lineups, Player of the Game graphics, and other key moments throughout the season.

The visual direction was inspired by the communication and design standards of leading basketball clubs and leagues worldwide, with a focus on modern sports design, brand consistency, and professional team presentation across all digital platforms.



BUMBARI VS SPARTA
NEDELJA, 14. 12. 25 14.15h HALA DINAMIK



CLIENT

clients within the NBA



PROJECT

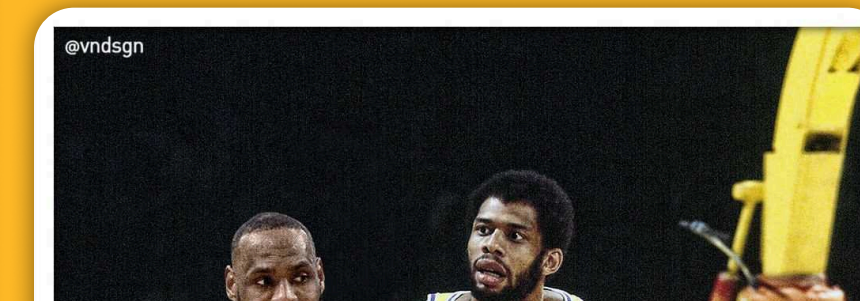
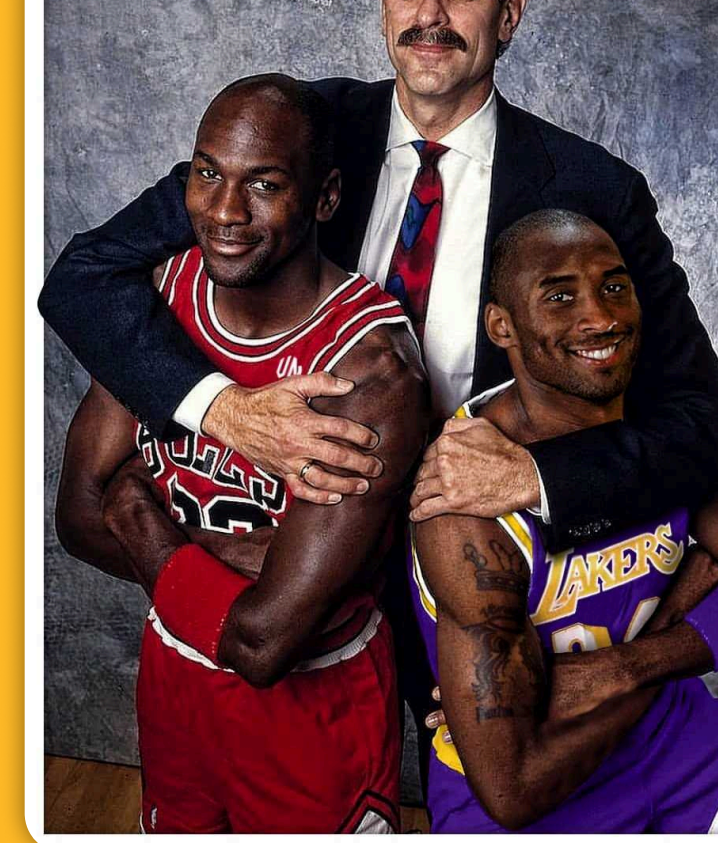
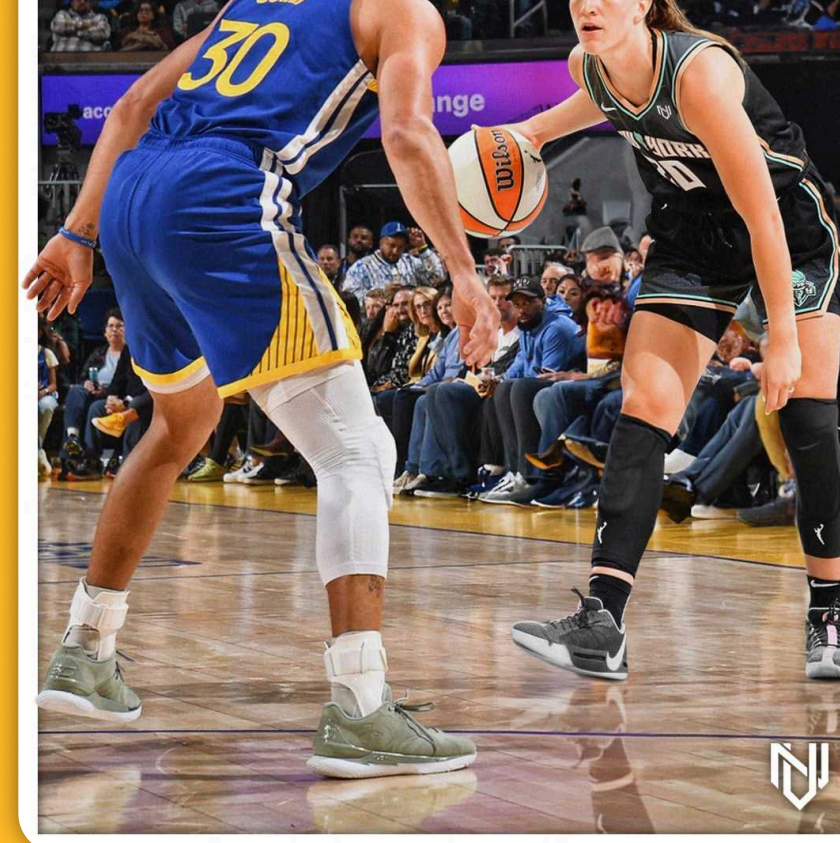
DIGITAL

SOCIAL MEDIA

Creating visual content for the NBA during key periods of the season, including NBA Free Agency coverage through advanced photo manipulation, digitally placing players in their new teams' jerseys, and developing custom template systems for real-time social media content. My work was featured and shared across major sports media platforms, including **NBA TV**, **NBA on TNT**, and **ESPN**.

The project also included developing visual templates for the **2017 NBA Draft** and providing live coverage, with rapid content production tailored to the latest trades, draft picks, and breaking news.

Throughout these projects, I collaborated with over 50 NBA players and teams. My work and creative process were also featured on **NBA TV's Players Only**, where I appeared alongside NBA legends.



CLIENT

CODERS LAB SRBIJA



PROJECT

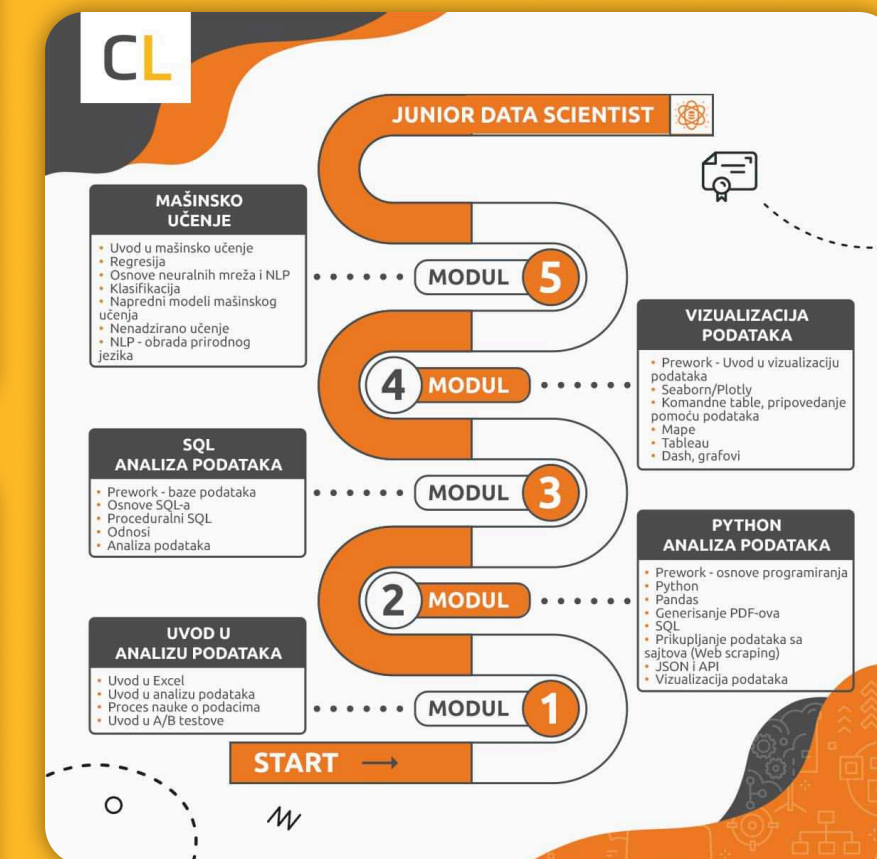
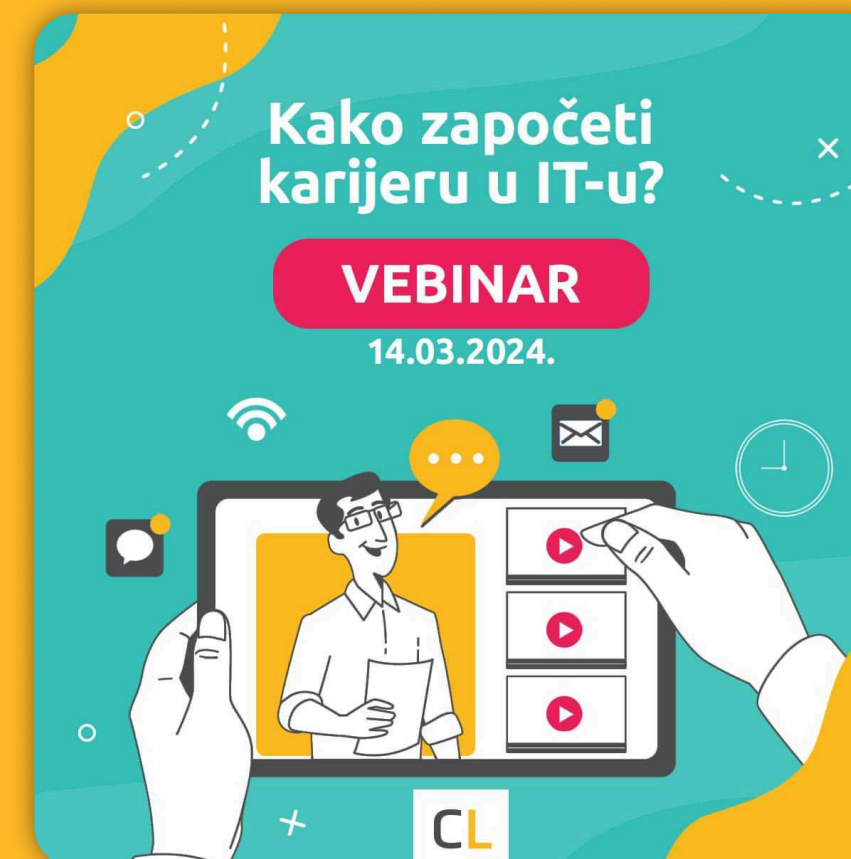
DIGITAL

SOCIAL MEDIA

Creating social media visuals for **Coders Lab Serbia**, a company focused on practical training in IT, data analytics, and artificial intelligence.

My involvement began with the establishment of the company's Serbian office through a partnership with the publishing house **Klett**, developing and consistently implementing visual communication in accordance with the existing international brand guidelines.

The project included creating educational, promotional, and campaign visuals tailored to the local market, while maintaining brand consistency and clearly communicating programs, courses, and key messages across social media platforms.



CLIENT

CODERS LAB SRBIJA

PROJECT

PRINT

Creating a complete set of print and promotional materials for **Coders Lab Srbija**, in accordance with the brand's existing visual identity.

The project included designing presentation folders, promotional bags, business cards, training manuals, roll-up banners, and promotional counters, as well as developing a complete visual concept for the company's exhibition booth.

Special emphasis was placed on the consistent application of brand guidelines across various physical formats, while adapting designs to meet the needs of promotional campaigns, events, and direct communication with prospective students.



CLIENT

MERIDIANBET

meridianbet

PROJECT

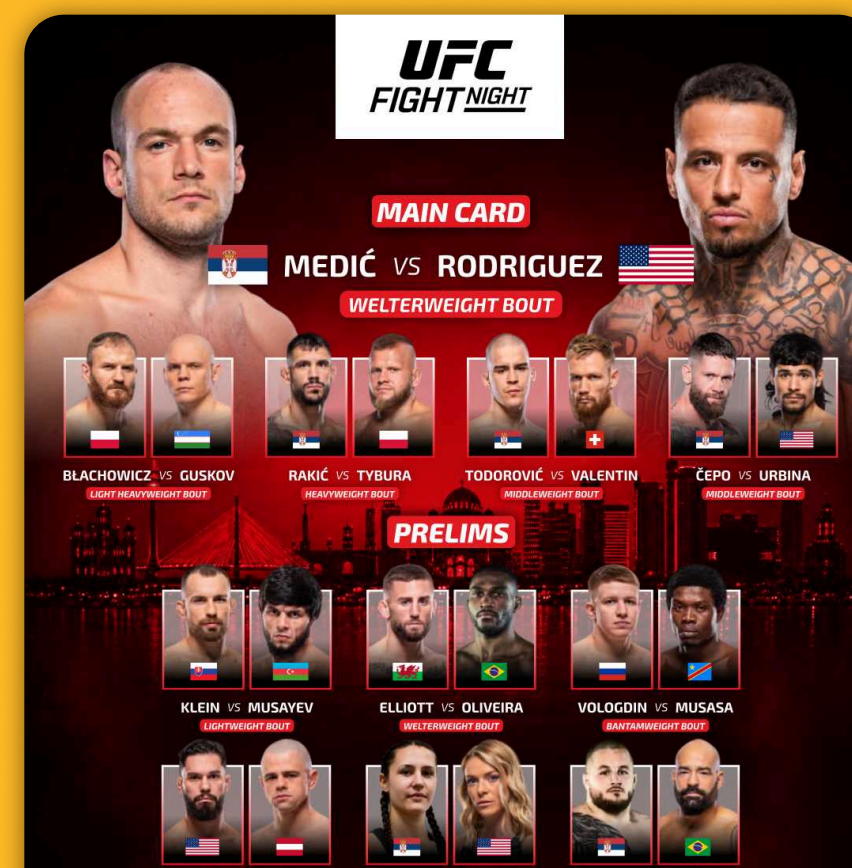
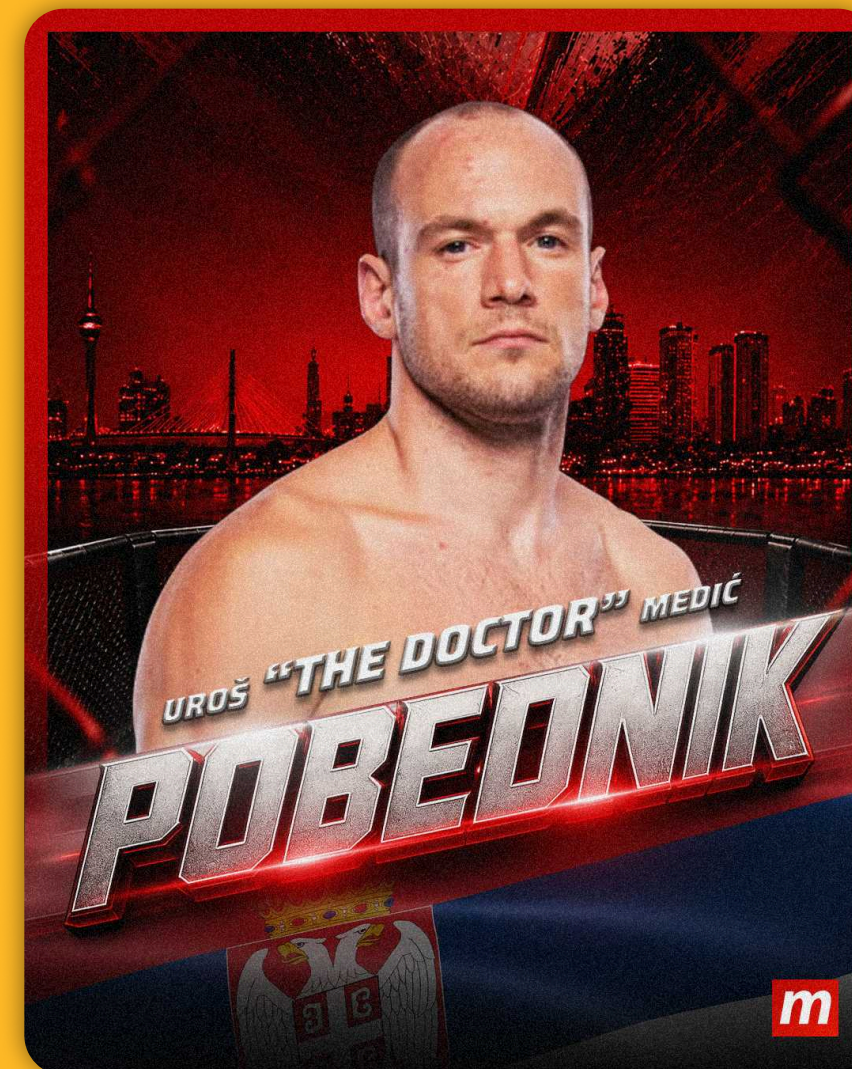
DIGITAL

SOCIAL MEDIA

Creating sports visuals for **Meridianbet**, including daily content production for current sporting events and betting offerings, the design of promotional materials, and sports apparel for basketball clubs **KK Crvena zvezda** and **KK Vrsac**.

My work also included developing visual campaigns for combat sports events such as **UFC Fight Night Belgrade** and **FNC 33**, as well as animating static visuals for digital advertising campaigns.

The focus was on creating dynamic sports content tailored to various platforms and marketing campaigns.



CLIENTS

JERSEYNATION / SHIELDFIT / RISEN



PROJECTS

DIGITAL

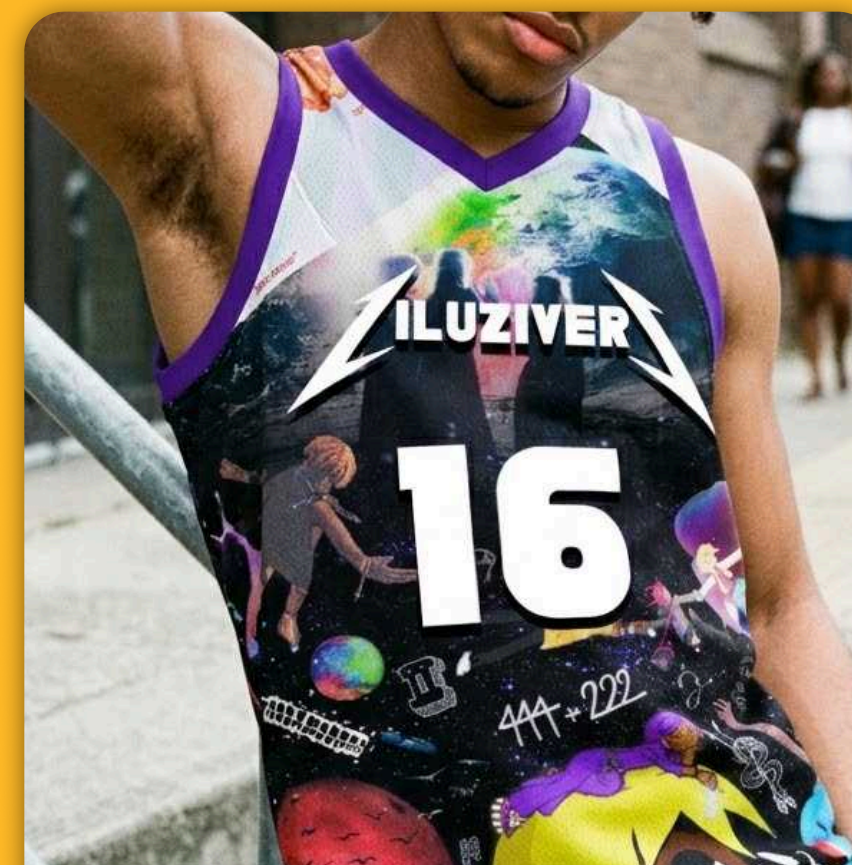
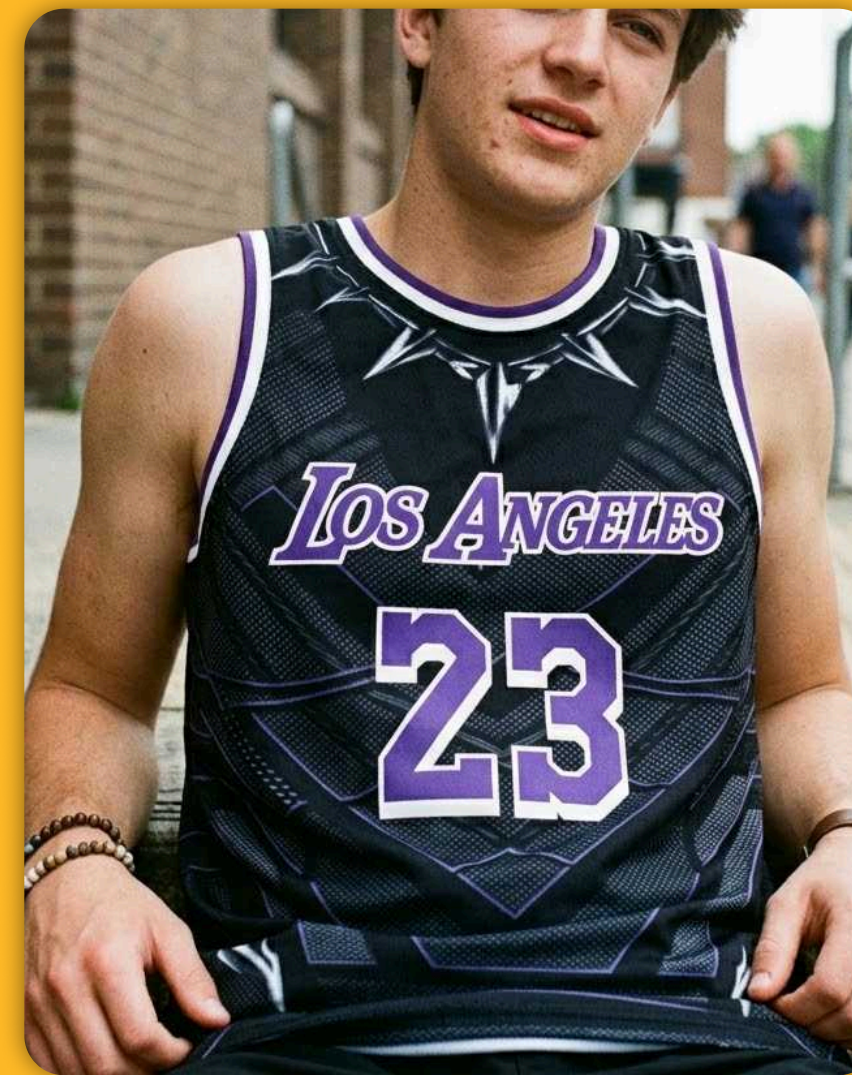
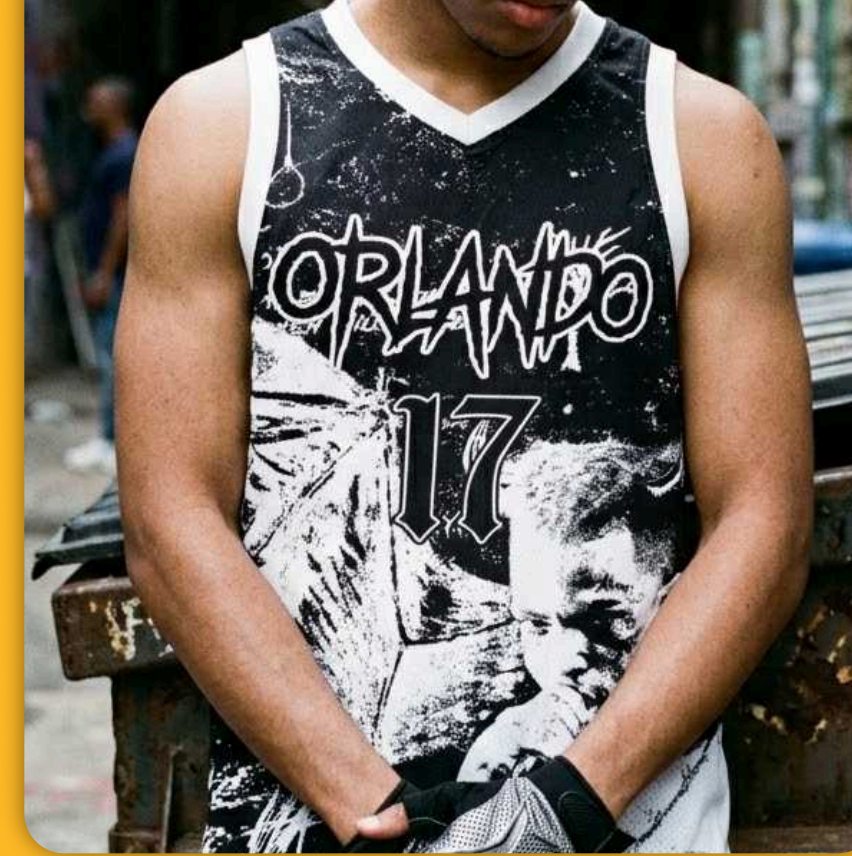
SOCIAL MEDIA

PRINT

Designing custom and themed jerseys for **JerseyNation**, with a focus on original concepts, distinctive visual identities, and adapting designs to different sports and collections.

Designing sports and fitness towels for **ShieldFit**, a brand focused on functional training equipment. The project involved developing modern and dynamic graphic solutions tailored for use in gyms and various sporting activities.

Developing product visual identities for **Risen Perfumes**, including packaging and bottle design. The focus was on creating a distinctive premium aesthetic that aligns the product's visual appeal with the brand's identity and market positioning.



CLIENTS

STEVO ORLIC / RAZBOJNIK

RAZBOJNIK

PROJECTS

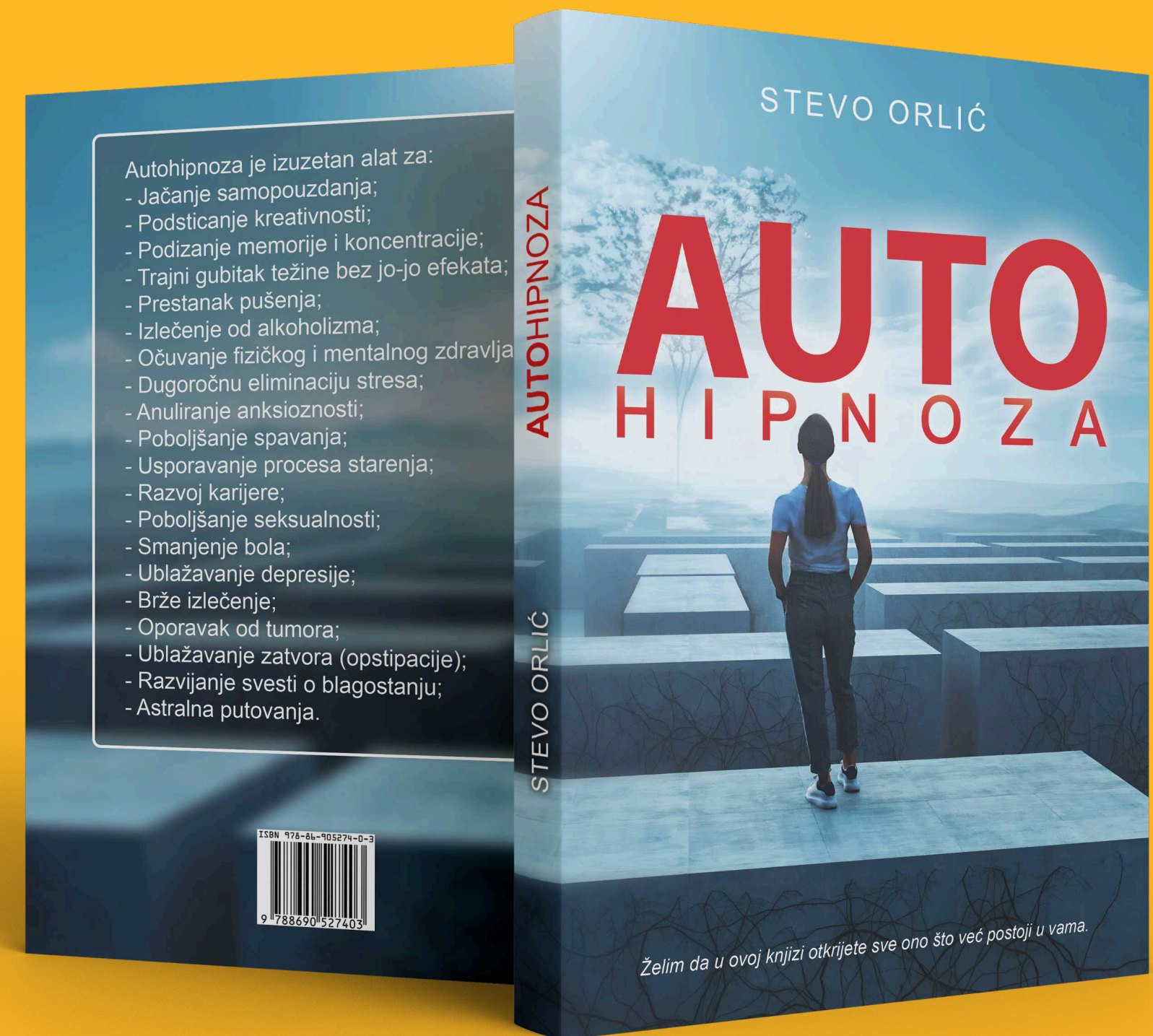
PRINT

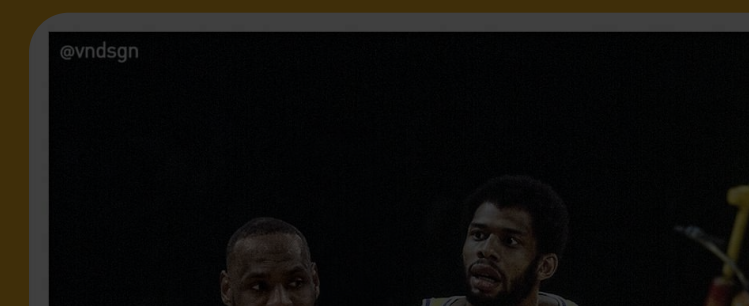
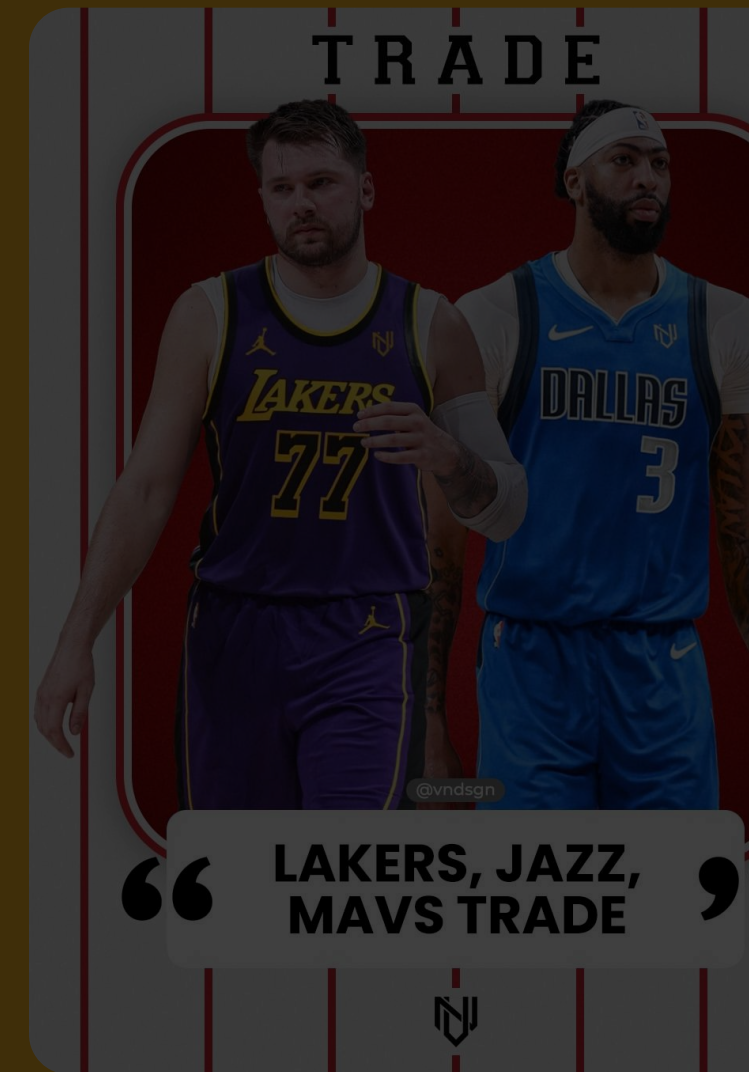
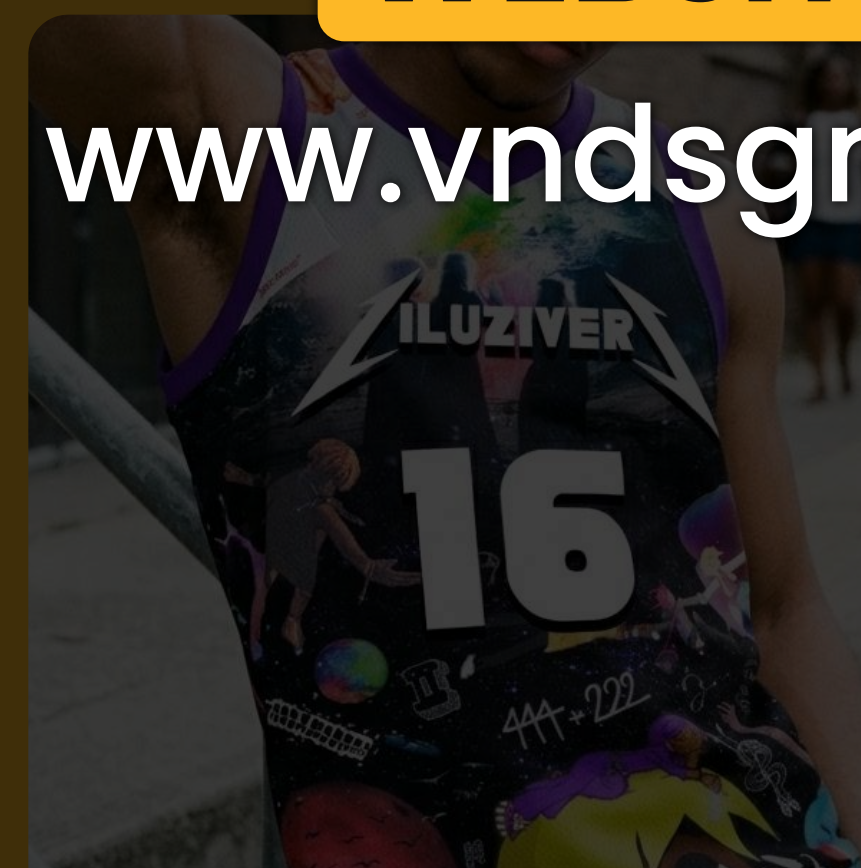
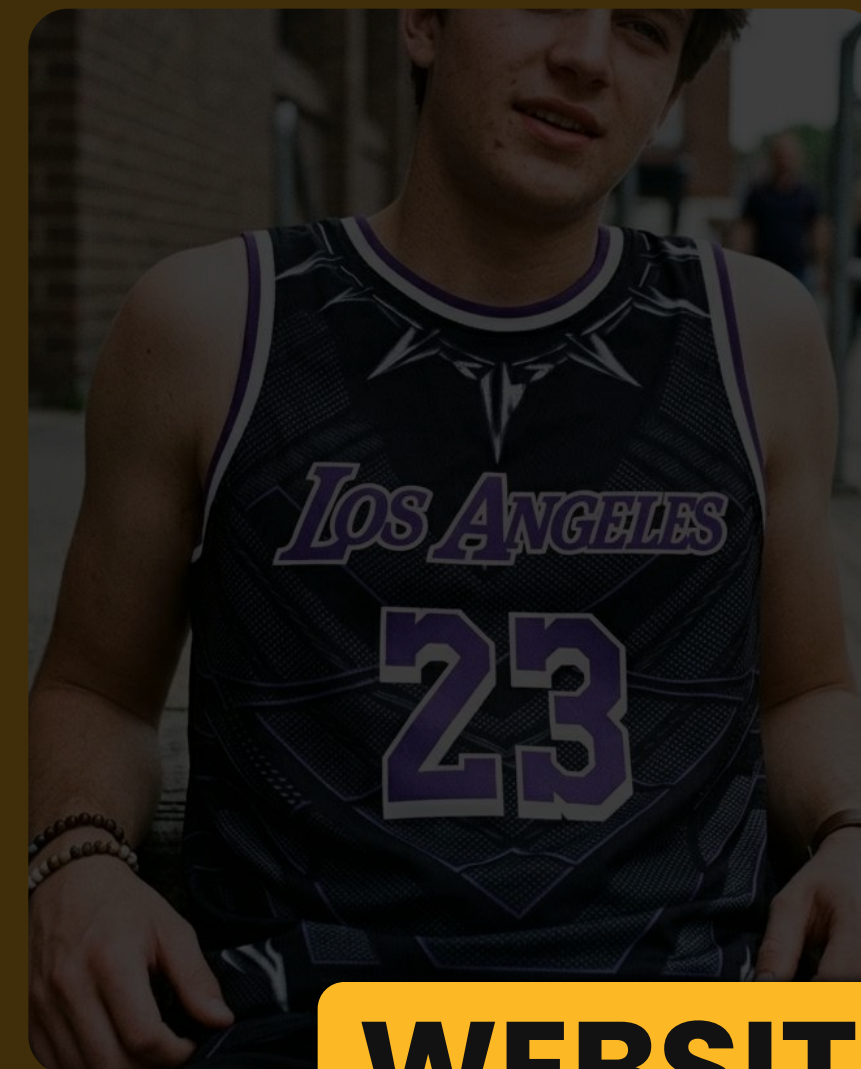
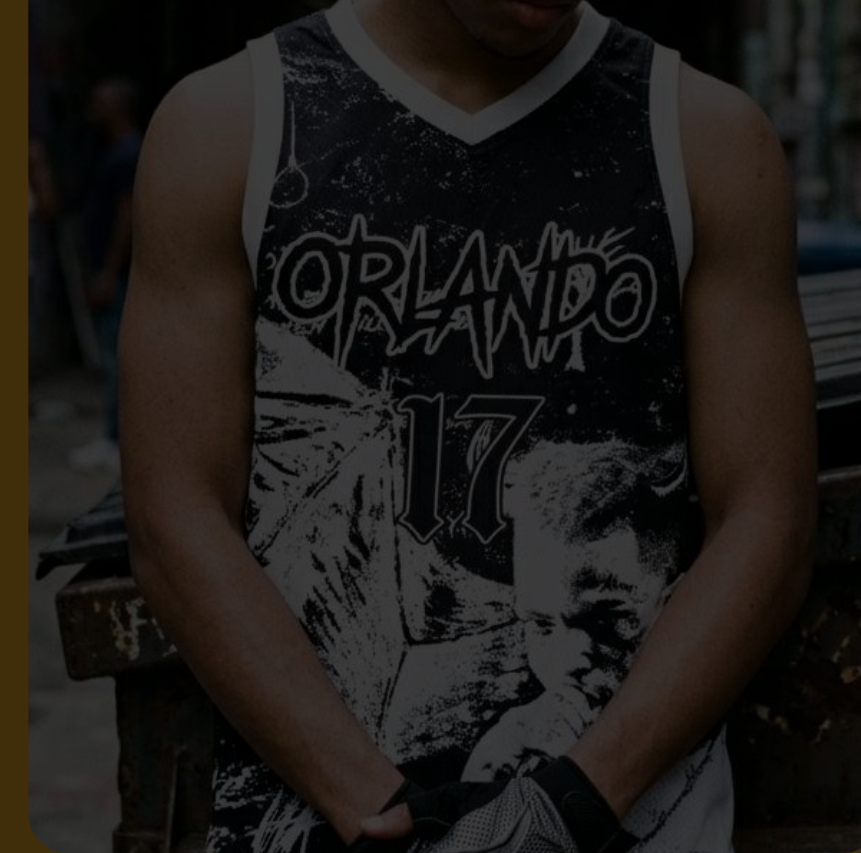
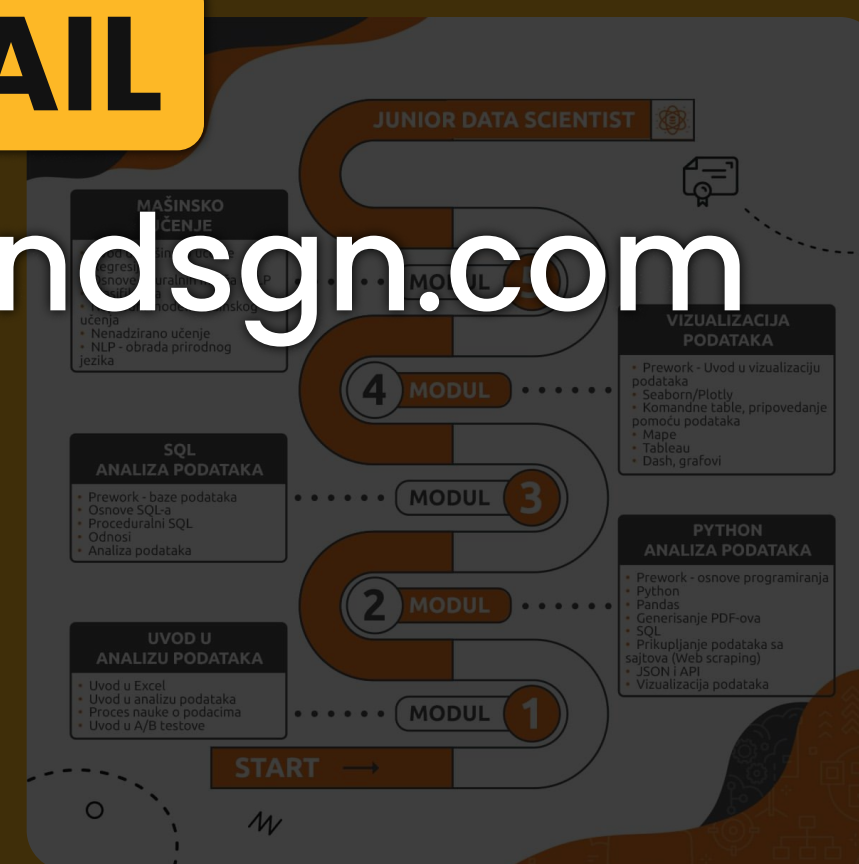
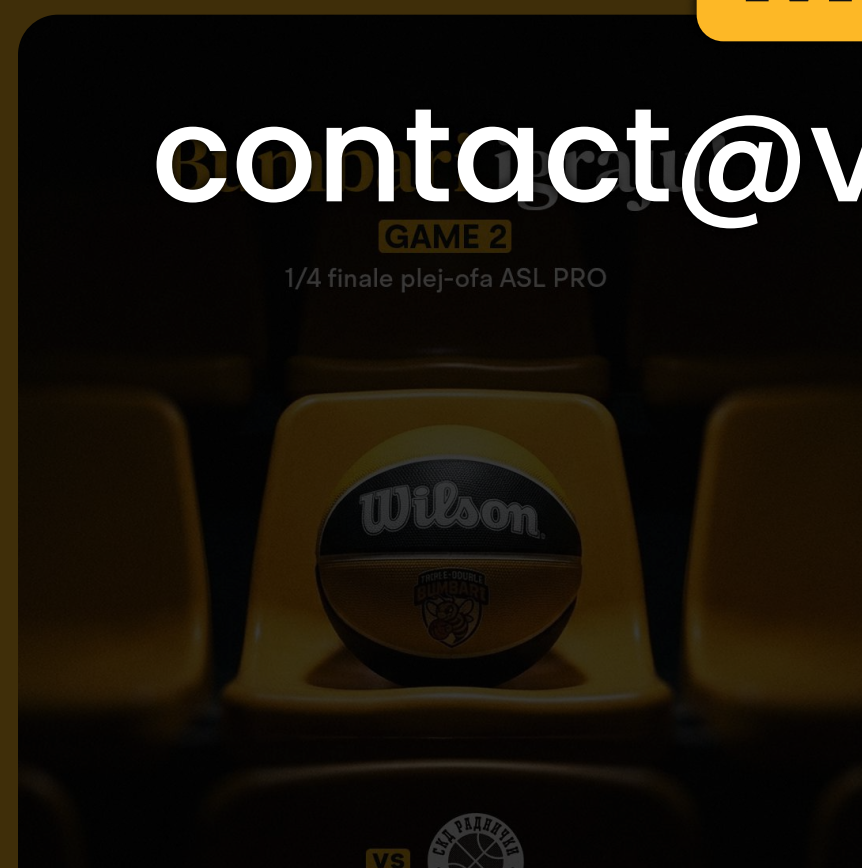
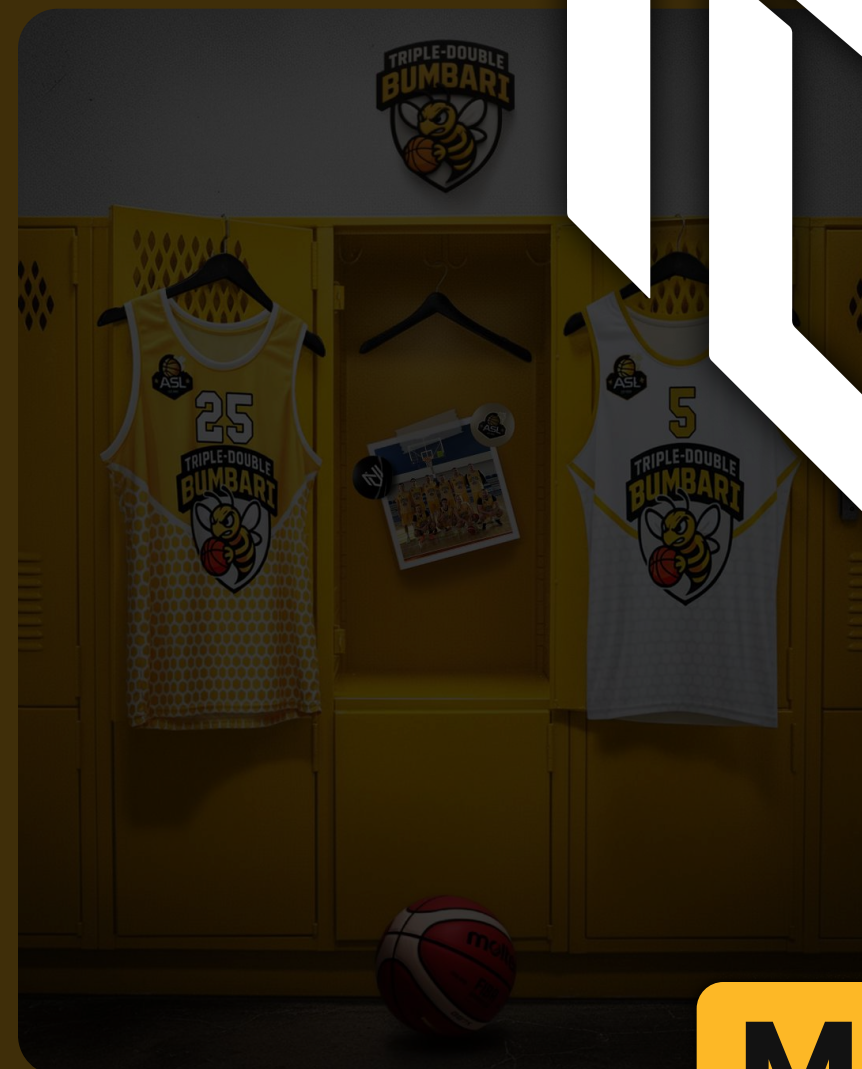
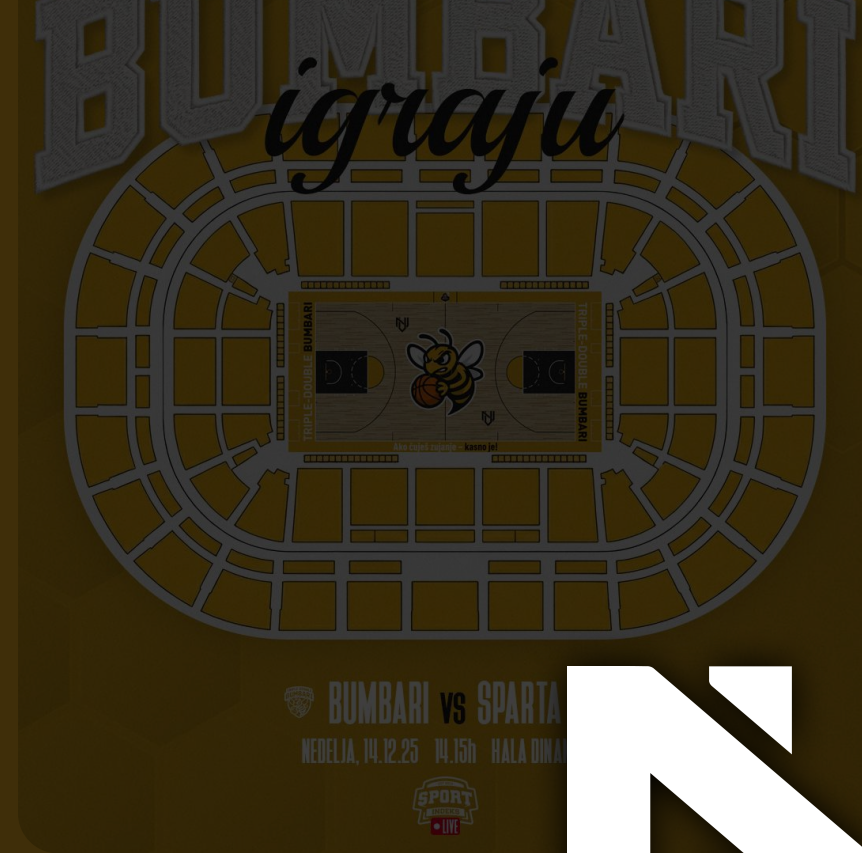
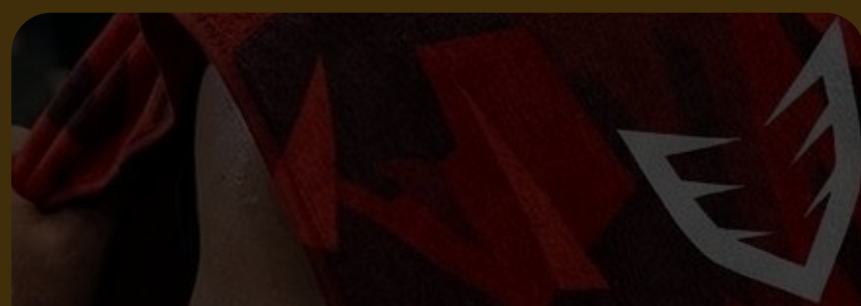
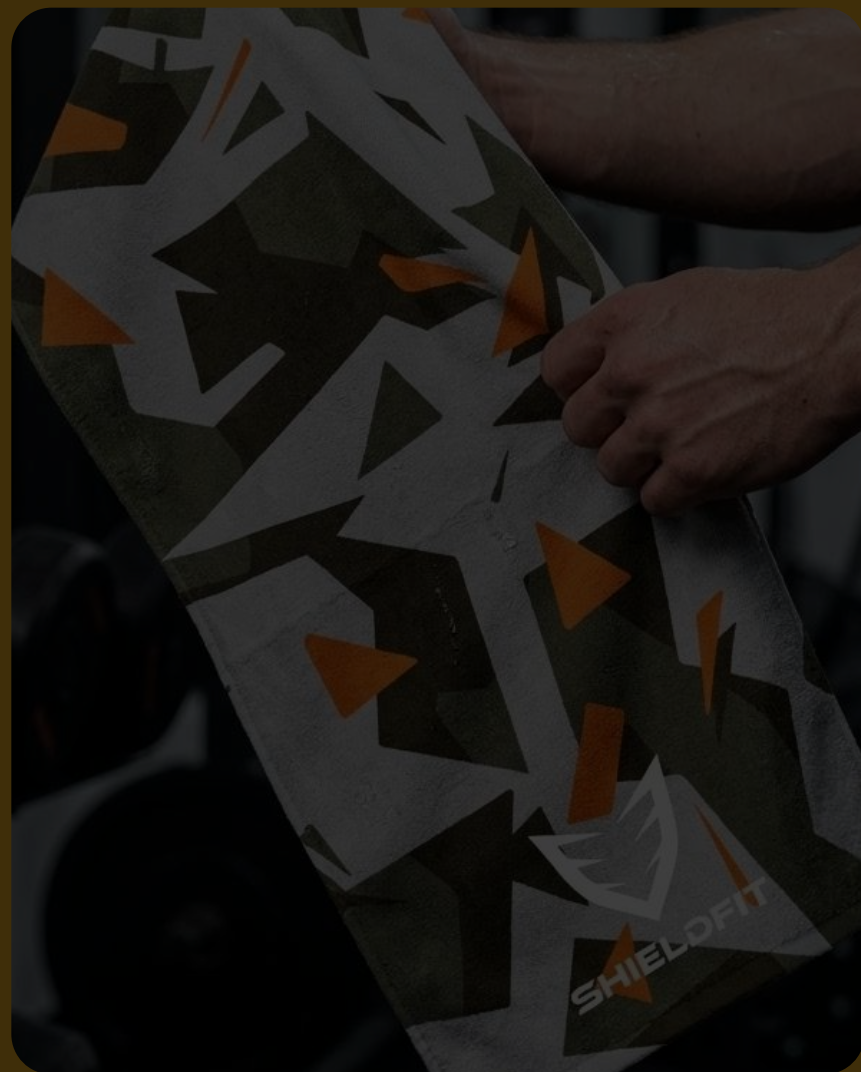
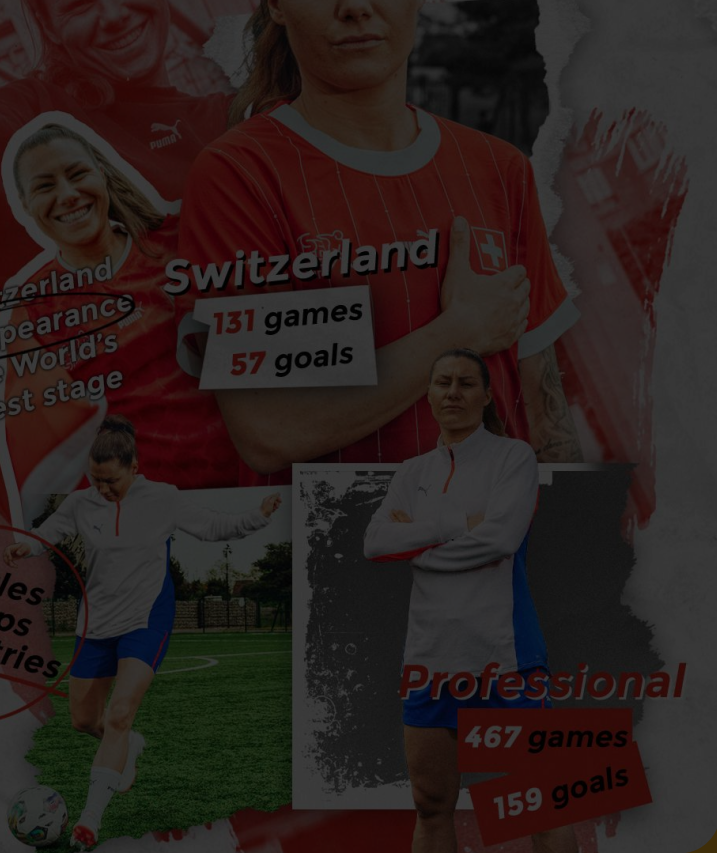
designing the book cover for **Autohipnoza** by **Steve Orlic**, with a focus on visually conveying the book's theme through a modern, striking, and distinctive design.

Special attention was given to typography, composition, and visual atmosphere to create a cover that captures attention while clearly communicating the book's character and content.

Designing packaging for handmade woven products for **Razbojnik**, a traditional weaving workshop.

The goal was to create packaging that reflects the brand's authentic, artisanal character, combining functionality, a distinctive visual identity, and high-quality product presentation.





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