Silvia Bukovac Gasevic

Photographer | Graphic Designer | Content Creator | SEO & GEO Specialist

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Portfolio: https://bsilvia.com

Graphics, blogging and more: https://graphics-illustrations.com

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Professional Summary

Creative, results-driven photographer and graphic designer with 25+ years of experience across multimedia, digital marketing, and print design. Proven track record as a content creator and entrepreneur since 2007, owning and managing three successful websites with thriving social media presence. Skilled in SEO & GEO optimization, helping content rank on search engines and AI-driven platforms. Adept at blending creativity with technology, delivering user-centered designs, and driving audience growth through innovative strategies.

Key Skills & Tools

- **Photography (Real Estate, Editorial, Sports, Lifestyle)**
- **Graphic Design & Branding**
- **SEO & GEO Content Optimization**
- **Content Strategy & Social Media Management**
- **Adobe Creative Cloud (Photoshop, Lightroom, Illustrator, InDesign, AfterEffects)**
- **LuminarNEO & Topaz Gigapixel AI**
- **CorelDRAW**
- **WordPress & Shopify**
- **Midjourney & ChatGPT (AI Content Creation & Image Generation)**
- **UI/UX Design & Website Redesign**
- **Social Media Marketing (Facebook, Instagram, TikTok, YouTube, Pinterest, X)**
- **Audience Engagement & Growth Strategies**

Creative Professional | Photographer | Graphic Designer | SEO & GEO Specialist

I am a seasoned **professional photographer** and **graphic designer** with over 25 years of experience, blending creativity and strategy across multimedia, marketing, and print design. Since 2007, I have also built a strong presence as a **content creator, blogger, and small business owner**, running three successful websites: graphics-illustrations.com, bsilvia.com, and cats-magazine.com I manage and grow their online presence across **Facebook, Instagram, TikTok, YouTube, Pinterest, and X**.

My expertise includes **SEO (Search Engine Optimization)** and the emerging field of **GEO (Generative Engine Optimization)** - crafting content that not only ranks but thrives in both traditional search and AI-driven discovery platforms. I excel in content strategy, audience engagement, and leveraging new technologies to drive growth and visibility.

Technically, I'm fluent in **Adobe Creative Cloud, Luminar NEO, Topaz Gigapixel AI, CorelDRAW, WordPress, Shopify, Midjourney, ChatGPT**, and more. As a **web and graphic designer**, I specialize in **user interface design, website analysis, content optimization, information architecture**, and seamless user experience, working both independently and in collaboration with teams.

Creative experience

Web and Multimedia	Photography and Videography	Print
• UX/UI Design / 10 years • Website Design / 20 years • Social Media / 15 years • E-commerce / 15 years • WordPress / 15 years	• Studio Photography / 25 years • Retouching / 25 years • Video shooting and editing / 10 years	• Brochures & Newsletters / 25 years • Logos & Business Cards / 25 years • Posters & Postcards / 25 years • Stationery / 25 years

Skills

Team leading / 5 years Creativity / 25 years HTML, CSS and basic knowledge of	Producing web design graphics that will be reproduced by web developers / 22 years	Experience with editorial design and illustration / 15 years Logo design and branding / 25 years

Java / 5 years Visual and interaction design (design control, help with branding, establishing guidelines, updating and maintaining style guides) / 15 years User research and testing (usability, accessibility) / 10 years Content strategy (defining users and content, aligning content with business goals) / 15 years Taxonomy and information architecture (in cooperation with marketing and content strategist, developers) / 15 years	Building creatives for digital marketing channels, including email, blog, Facebook, and other platforms / 15 years Creating illustrations, icons and other visual assets / 22 years Designing and creating brochures, reports, adverts, exhibition displays, infographics, presentations and other marketing collateral / 25 years Producing various graphical assets in various levels of fidelity and in a wide range of styles / 20 years	Experience with motion design and video editing / 15 years Image editing and retouching / 25 years Photo shooting / 25 years Experience of B2B & B2C marketing communications / 22 years Fundraising event organising / 7 years Online and offline fundraising / 7 years Managing AdWords and Facebook campaigns for NGO / 5 years

Tools

Adobe Photoshop, Lightroom, InDesign, Acrobat, Illustrator, Adobe After Effects, Adobe Premiere / 15 -25 years **(Adobe CC)** Dreamweaver / 15 years WordPress / 15 years	Luminar / 5 years Microsoft Word, PowerPoint / 15 years CorelDraw / 25 years	Canon and Nikon digital cameras / 35 years Adobe After Effects / 15 years Doodly / 1 year Moodle / 1 year

Work Experience

2006 – Present REMOTE: Croatia, Belgium, Luxembourg, Germany, France, Netherlands	Graphic Designer, UI/UX and Web Designer, Photographer (Freelancer) Working as a freelance photographer and videographer *(creating and photo and video editing)* for French Photo and Video Agency Ocus https://www.ocus.com/, Swiss Photo and Video Agency Backbone https://bkbn.com, SmartShoot Photo agency https://smartshoot.com/ and German photo agency https://sportograf.com Drawing illustrations and photographing for stock agencies, designing and developing WordPress websites. Photographing various events, video shooting and music video editing, photographing for NGOs as a volunteer. Writing e-books on photography, following the latest new tech development and using AI image and text generators such as **ChatGPT, Midjourney, Leonardo AI, Adobe Firefly** and

others.

Authored and managed 20+ websites and e-commerce websites in role of UI/UX Designer:

•   Consulting with clients to understand their goals

•   Explaining user research results to internal and external stakeholders

•   Developing personas and usage scenarios

•   Conducting usability testing

•   Creating wireframes, storyboards, sitemaps and screen flows

•   Creating product prototypes

•   Analyzing user feedback and activity, and iterating to enhance the user experience

•   Assisting with content development

•   Improving the look and feel of websites/applications

•   Creating overall concepts for the user experience, ensuring all interactions are intuitive and easy for customers

•   Analyzing customer responses based on research

•   Designing the aesthetics to be implemented within a website, from the layout menus and drop-down options to colours and fonts

•   Building storyboards to conceptualise designs and convey project plans to clients and management

Personal websites (SEO, content creation, CMS, UI/UX design, writing):

- bsilvia.com

- graphics-illustrations.com

2003–2006 Degal d.o.o. Zagreb (Croatia)	Web/Graphic design, photographer Created new design themes for marketing and collateral materials. Successfully managed and coordinated graphic design projects from concepts through completion. Worked closely with clients to create vision and consistently meet deadlines and requirements. Managed all operational, strategic, administrative and financial functions.

2000–2003 A1 telecommunication company Zagreb, Croatia	**Senior Web Designer** Led creative projects, managed brand and creative standards, working with marketing and sales directors and project managers. Coordinated Internet and Intranet presence and leading junior stuff in production of online collateral.

1999–2000 Bell & Bandack, Marketing Agency Zagreb, Croatia	**Art Director** Created new design themes and graphics focused on B2B and B2C online. Participated in a web development team to produce e-commerce websites. Successfully led and administered creative design projects. Coordinated with Creative Director, Web Developers and clients. Ensured compliance with and implemented corporate standards.

1994–1999 Art-Attack, Graphic Design Studio Zagreb, Croatia	**Director, Co-owner of the company** Successfully managed and coordinated graphic design projects from concept through completion. Worked with clients and consistently met deadlines and requirements. Coordinated freelance photographers and vendors to meet all project requirements. Managed all operational, financial and administrative functions. Started one of the first web hosting offers in that time. Co-authored first book on E-Commerce in Croatia ("Digital Economy"). Wrote a number of articles for the Internet section of the Croatian daily newspaper "Jutarnji list".

1991–1993 Marketing Art Co., marketing agency Zagreb, Croatia	**DTP Team leader, Graphic Designer** Created new designs for marketing and collateral materials. Participated in production of print and promotional items for key clients. After less than a year, I became a Team Leader of the design / pre-press services department.

1989–1990 Zagreb Film Zagreb, Croatia	Quick Action Recorder Operator Zagreb film Quick Action Recorder Operator at "Zagreb Film" - Zagreb Animation School. Pre-recording operations for animation shots and synchronising in the production process. Cartoons were produced for the Canadian market.	

Education and training

2021- now	Light and Composition University B.S. in Photography and Master's in Photography	University, Online
2018.	Online Marketing Foundations UX Design: 2 Analysing User Data Persuasive UX: Ethics of Persuasive Design HTML5: Structure, Syntax, and Semantics UX Design: 6 Paper Prototyping User Experience for Web Designers UX Design: 7 Implementation Planning Improve Your UX Design Skills UX Design: 5 Creating Scenarios and Storyboards UX Design: 4 Ideation UX Foundations: Interaction Design, Prototyping, Implementation Planning, Paper Prototyping, Ideation, Creating Scenarios and Storyboards, Photoshop for UX Design Design Thinking: Understanding the Process Design Thinking: Implementing the Process Moodle Administration Essential Training The Moodle learning management system	Online

2005-2007	Professional Photographer New York Institute of Photography (United States) Professional Photography	Post-secondary education (Vocational training)
1985-1989	BA in photographic design School for applied arts , Zagreb (Croatia) Photography, photographic design	Upper secondary education

Languages

Mother tongue	Croatian				
Foreign Languages	Understanding		Speaking		Writing
English	B2	B2	B2	B2	B2
Dutch	B1	B1	B1	B1	B1
French	A2	A2	A2	A2	A2