Dushan Stojkovikj

Creative Operations Director and Creative Lead

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I build creative teams and lead the projects they're proud of. Seventeen years in agencies, from print and outdoor in Skopje to global campaigns for Samsung, PayPal, Siemens, Allianz, Barclays and FIFA. I have grown a design team from three to ten, and built a team of four that delivered nearly a thousand Fan Festival templates in three weeks. Now I shape the creative process at Cheil. Outside it, I lead marketing and game design at Splendid Forge and build my own app, MaxDog, with an AI team behind it.Most of my career has been in agencies, from print and outdoor in Skopje to global campaigns, and six years at a fashion magazine taught me to edit: what leads, what goes, and which image carries the page.

3 → 10

Built the team. Grew the Iris design team from three to ten in 18 months.

6 of 8

Grew the people. Juniors I mentored at Iris and Codeart who were promoted to senior, through weekly 1:1s, portfolio reviews and workshops.

30%

Fixed the process. Shorter delivery times at Iris after I brought in new review stages and design systems.

£3M

Ran the work. Largest campaign budgets I have managed, with 20+ creatives across 8 global campaigns.

EXPERIENCE

OCT 2026 – PRESENT

Creative Operations Director

Cheil, marketing agency

- Lead the CA and QA teams.
- Responsible for the creative process and everything around it, so that the work is made well and finished well.

MAY 2023 – OCT 2026
REMOTE FROM SKOPJE

Design Director

Iris Worldwide, marketing agency, London

- Led concept and art direction for PayPal, Ripple, Samsung and Siemens, from first idea to rollout across markets.
- Art-directed phase 2 of Ripple's "Crypto Means Business" across New York, London, Dubai, Singapore and São Paulo.
- Grew the design team from 3 to 10 in 18 months, hiring 7; led 20+ creatives across 8 global campaigns.
- Cut project delivery time by 30% with new review workflows and design systems.
- Managed campaign budgets of up to £3M.
- Mentored through weekly 1:1s, portfolio reviews and workshops. Across Iris and Codeart, 6 of the 8 juniors I mentored were promoted to senior.

OCT 2026 – PRESENT
ALONGSIDE AGENCY WORK

Creative Lead, freelance

Splendid Forge, games startup

- Lead marketing and game design: what each game is, and how it is presented to players.
- Eight games in development or at concept stage, among them Orbit, Blink and Higiri.

JAN – MAR 2026
FIFA FAN FESTIVAL, WORLD CUP 2026

Design and art direction, freelance

50 Sport, sports entertainment agency, London

- Hired by 50 Sport to build and lead a team of 4 senior designers for all Fan Festival web and social banners.
- Concept and art direction of the template system: nearly 1,000 templates for the 14 host cities in 3 weeks, plus a guide per city.
- 7M+ reach during the World Cup, a figure from the client.

NOV 2021 - APR 2023

Senior Designer

Codeart, digital agency, Skopje

- Developed creative concepts and full campaign designs for 5 major clients in healthcare and tech.
- Built a reusable design system adopted across 10+ projects.
- Delivered the “Lexi” campaign, which achieved 30% higher engagement than previous benchmarks.
- Mentored 2 junior designers, both promoted within 15 months.

JUL 2021 - OCT 2021

Art Director (part time)

Sign Up, marketing agency, Skopje

- Defined the art direction and visual style for 6 client projects, all delivered within scope and deadline.

OCT 2015 - JUL 2021

Art Director

Portret Magazine, fashion magazine, Skopje

- Designed 70+ covers and 200+ editorial spreads over six years, shaping the visual story with photographers and stylists.
- Grew social media following by 40% through a visual rebrand.
- The magazine won “Best Publication” twice during my tenure.

JUN 2015 - SEP 2015

Senior Graphic Designer (part time)

Sign Up, marketing agency, Skopje

JUL 2013 - MAY 2015

Senior Graphic Designer

Republika, marketing agency, Skopje

- Campaigns across print, digital and outdoor, with concepts refined directly with clients.

FEB 2009 - JUN 2013

Graphic Designer

Art Alliance, marketing agency, Skopje

- Advertising campaigns, layouts and visual assets for print and digital across industries.

2007-2010
EDUCATION

Bachelor of Graphic Arts

University of Fine Arts, Skopje

SELECTED WORK AND RESULTS

7M+	**FIFA Fan Festival, World Cup 2026.** Reach during the World Cup. Source: client figure.
2.1M	**Ripple, Crypto Means Business, phase 2.** Foot traffic in high-traffic zones. Source: client figure.
3.2M	**PayPal, Tightening the Purse Strings.** Impressions and a 28% increase in click-through rate. Source: client figure.
Press	**Samsung, First Flips × Skateboard GB.** Covered by Campaign, LBB Online and Creative Moment, June 2024. Source: press coverage.

OWN WORK

MaxDog. An iPhone app for dog owners, in development. I came up with it and designed it, and I build it with Claude and ChatGPT as coding partners, and an AI team I set up for its business and content.

Under-Dot. My print template shop on GraphicRiver since 2011: menus, posters and flyers. 89 templates, more than 1,700 sales.

CAPABILITIES

Direction. Creative strategy and concept, Art and campaign direction, Brand identity and design systems, Client presentation.

Craft. Print and digital, Packaging and print artwork, Editorial design, Motion and storyboarding.

Leadership. Team building and hiring, Mentoring and reviews, Resource and budget planning, Cross-functional collaboration.

AI. AI-assisted creative workflows, Custom Claude skills and AI agent teams, Image, video and voice generation, Apps

TOOLS AND LANGUAGES

Design. Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Figma.

AI. Claude, ChatGPT, Codex, Midjourney, Runway, ElevenLabs, Adobe Firefly.

Presentations. PowerPoint, Keynote.

Operations. Jira, Float, Asana, Trello, ClickUp, Businessmap.

Languages. Macedonian (fluent), English (professional), Serbian (fluent).