CREATIVE OPERATIONS DIRECTOR AND CREATIVE LEAD

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.



Dushan Stojkovikj

SELECTED WORK, 2026

LEADERSHIP

What changed in the teams I led

3 → 10

Built the team

Grew the Iris design team from three to ten in 18 months. I interviewed and hired seven of them myself.

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.

BRANDS IN THIS PORTFOLIO

FIFA · ripple · PayPal · SAMSUNG · BRITA · DAZN · c2c · Wellstar · Roche · SIEMENS · Allianz · Alcon · sse · Cruise Industry News

ALONGSIDE AGENCY WORK

MaxDog

An iPhone app that helps dog owners keep their dog's growth and daily care on track. 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.

Splendid Forge

Since October 2026 I have been Creative Lead at Splendid Forge, an independent games startup making small, strange games. I lead marketing and game design: what each game is, and how it is presented to players. Eight games are in development or at concept stage, among them Orbit, Blink and Higiri.

Under-Dot

Since 2011 I have designed and sold print templates on GraphicRiver, Envato's marketplace, under the name Under-Dot: menus, posters and flyers, many of them for seasons and holidays. 89 templates and more than 1,700 sales so far.

What people I have worked with say

> “His ability to manage and lead a team effectively doesn’t just mean delegate work, it means allowing the people in the team to own the project which in turn means that the projects were always delivered on time (even before the deadline) to an impressive quality and with minimal to no changes.”
>
> **Filip S.**, Visual Designer, reported to Dushan directly. LinkedIn recommendation, October 2026.

> “Dushan’s one of those people who just gets what a client actually wants, sometimes faster than the client does. He’s positive even when a project’s a mess, and honestly that attitude rubs off on the whole team.”
>
> **Duncan W.**, Commercial Operations Director. LinkedIn recommendation.

> “I really appreciate his honest feedback and the trust he puts in me. It feels good to work with someone whose opinion you respect, while also feeling comfortable sharing your own ideas and figuring things out together.”
>
> **Filip L.**, Design, animation, sound at Splendid Forge. Dushan was his Design Director at Iris. LinkedIn recommendation, October 2026.

AI

Some of my teams run on AI.

I build creative teams, and lately some of them are made of AI. For my own app, MaxDog, I wrote the skills that make a business team and a content machine, and I build the app with Claude and ChatGPT. They research, score, price, code and produce. I make the calls.

01	**Board**	Four board members, each judging the idea through one published lens. Each scores it, names what would kill it and votes.
02	**Competitors**	Maps the rival apps and the free substitutes people use instead, and finds the gap to own.
03	**Owner panel**	A simulated panel of 150 dog owners from around the world says whether they would install, try and pay, and why not.
04	**Pricing**	Tests the price and the paywall against the panel's answers, the competitors and the app's own economics.
05	**CFO**	Turns it into numbers: what a subscriber is worth, the most one install may cost, and when the money is earned back.
06	**Launch**	Positioning, the store page, the channels and a dated countdown to launch day.
07	**Plan**	Compiles it all into one plan. The verdict at the top is computed from the numbers, never written by hand.

CONTENT MACHINE

Scripts → Prompts → Voice → Drafts

Claude, Midjourney, Runway, ElevenLabs.

SKILLS I BUILD, 11 SKILLS

Each role above is a reusable Claude skill I wrote and keep improving: its own method, its own rules, its own output.

`maxdog-board` `maxdog-competitors` `maxdog-panel` `maxdog-pricing` `maxdog-cfo` `maxdog-launch` `maxdog-plan` `maxdog-founder` `maxdog-content-week` `maxdog-codex-prompt` `maxdog-copy-check`

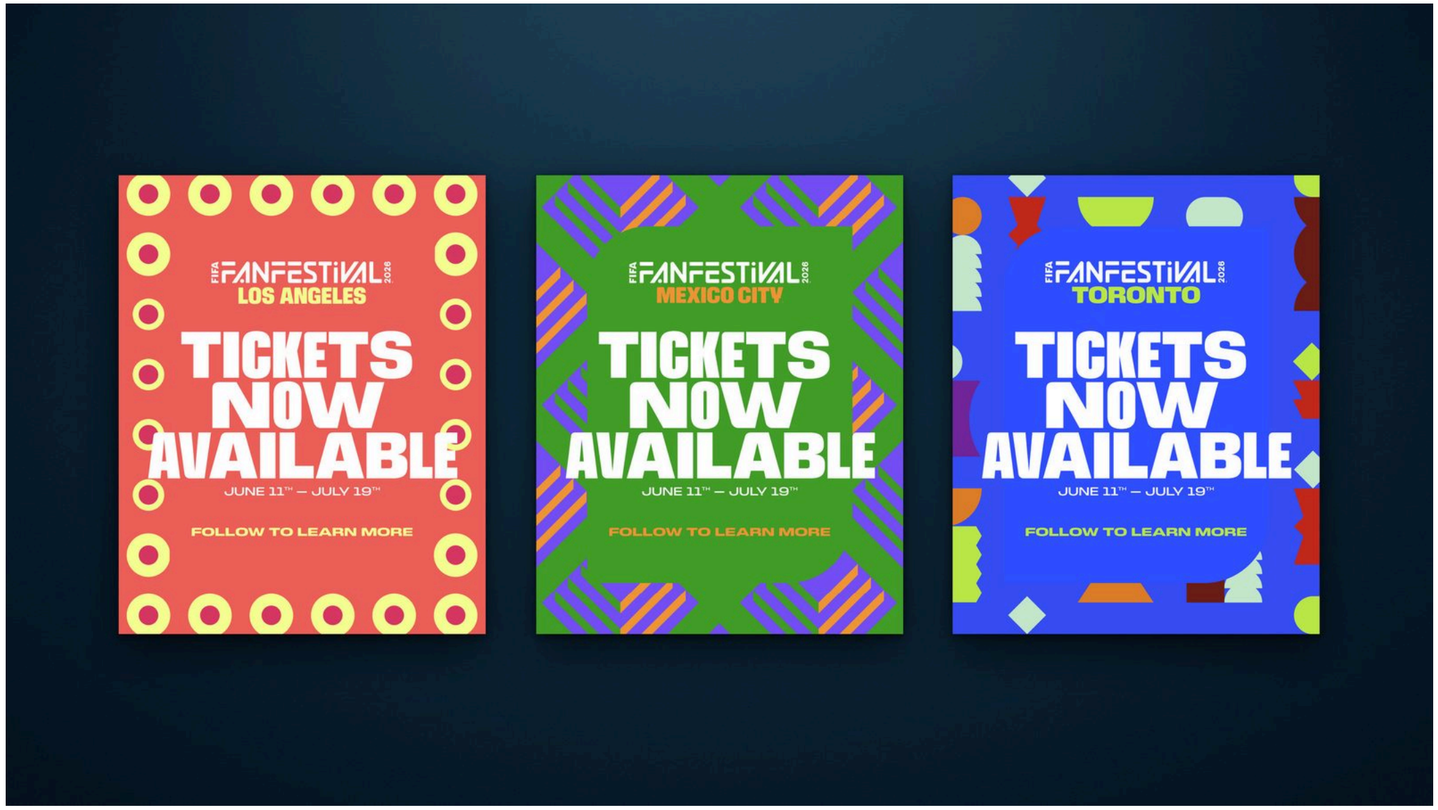
BUILD WITH AI

I design and direct, and AI writes the code. ChatGPT and Codex work inside my Xcode project from prompts I write and check against the real code first. Claude builds alongside them, and games run through ChatGPT and a Godot MCP server.

Copy is checked against the brand's wording and health rules before it goes out. · Code prompts are checked against the real project before I send them.

FIFA Fan Festival, World Cup 2026

A template system for the FIFA Fan Festival at the 2026 World Cup: close to 1,000 templates for 14 host cities, made in three weeks by a team of four I hired and led.



MY ROLE

Concept and art direction of the template system. I hired and led the design team.

THROUGH

50 Sport, London

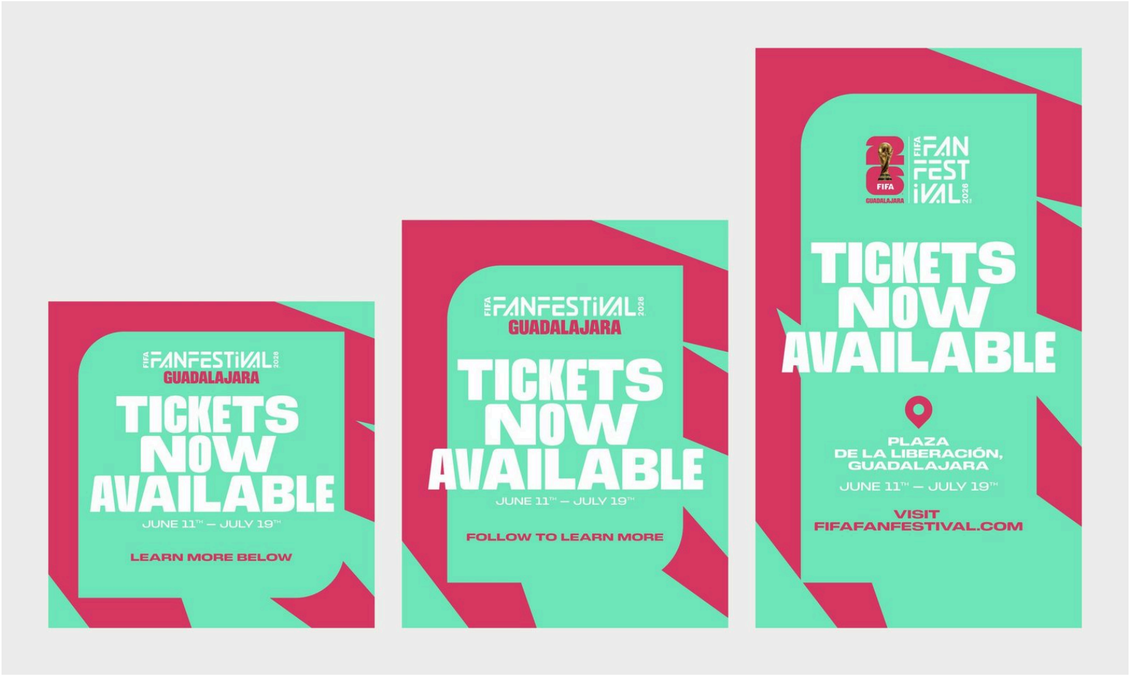
YEAR

2026

CHANNELS

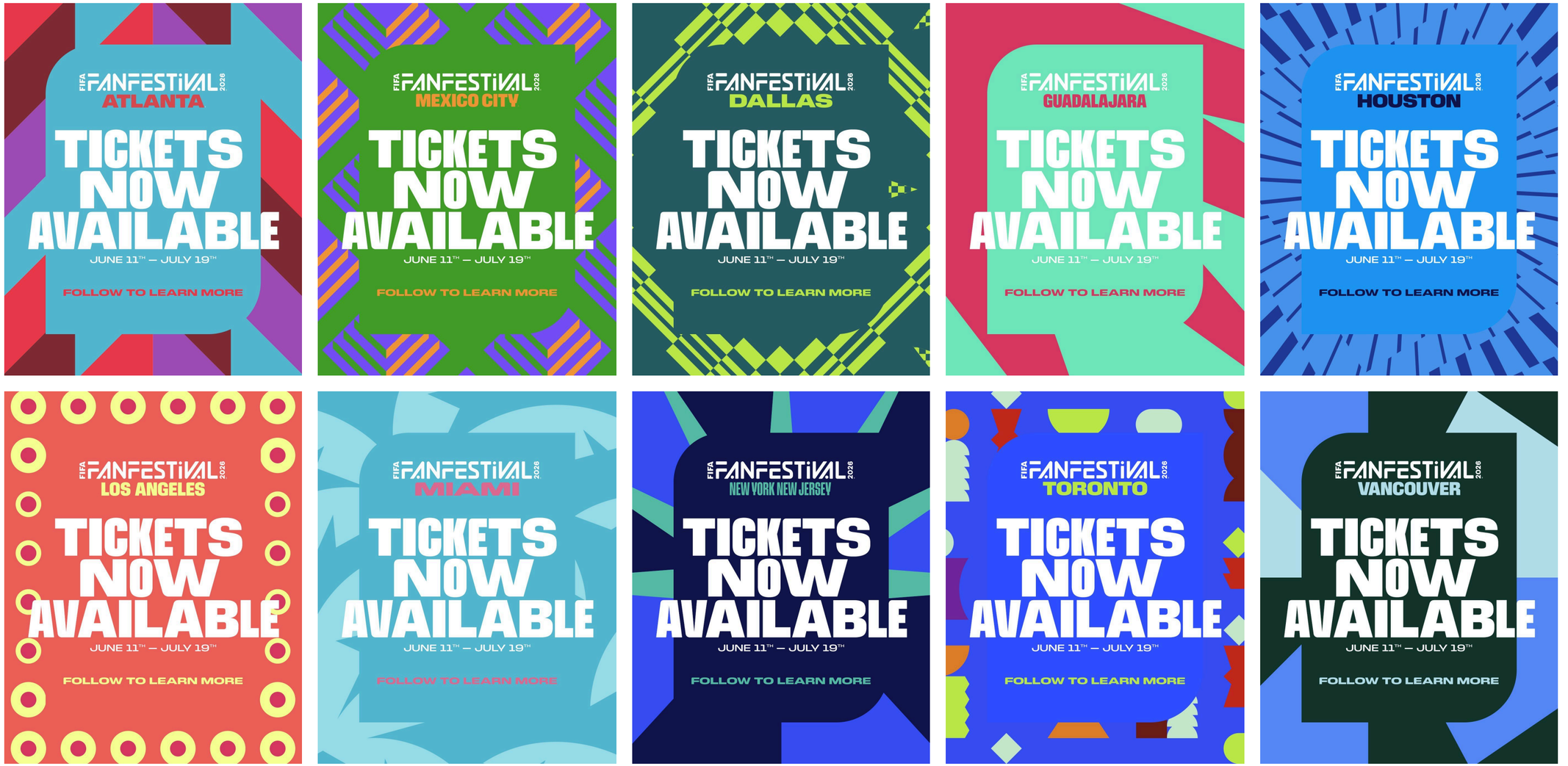
Social in 1:1, 4:5 and 9:16, Web headers and banners, Newsletters, Broadcast lower thirds, Host-city guides

CONTEXT	The FIFA Fan Festival gave fans in each host city of the 2026 World Cup a place to watch and celebrate together. 50 Sport, a London sports entertainment agency, brought me in to build and lead the design team for the festival's web and social output.
CHALLENGE	Fourteen host cities, each with its own venue, dates and programme, all needing a full toolkit at the same time, in three weeks, inside FIFA's brand rules.
IDEA	Build a system, not a set of posters. One layout per message, with the city's name, venue and colours swapped in, so Atlanta and Mexico City each look like themselves but clearly belong to the same festival.
EXECUTION	I set the master templates and the rules for colour, type and cropping, and led four senior designers through production. Every file came back to me for quality control before delivery. The team made close to 1,000 templates across social, web, newsletters and broadcast, plus a guide for each host city.
RESULT	**7M+** reach during the World Cup. Source: client figure.



One template, ten cities

The ticket announcement as it ran in ten of the fourteen host cities. The layout and hierarchy stay fixed; each city brings its own colours and pattern.



Beyond the posts

Breaking-news posts, photo frames for fans' pictures, newsletter headers and a broadcast lower third, all built from the same parts.



Breaking news



Photo frame



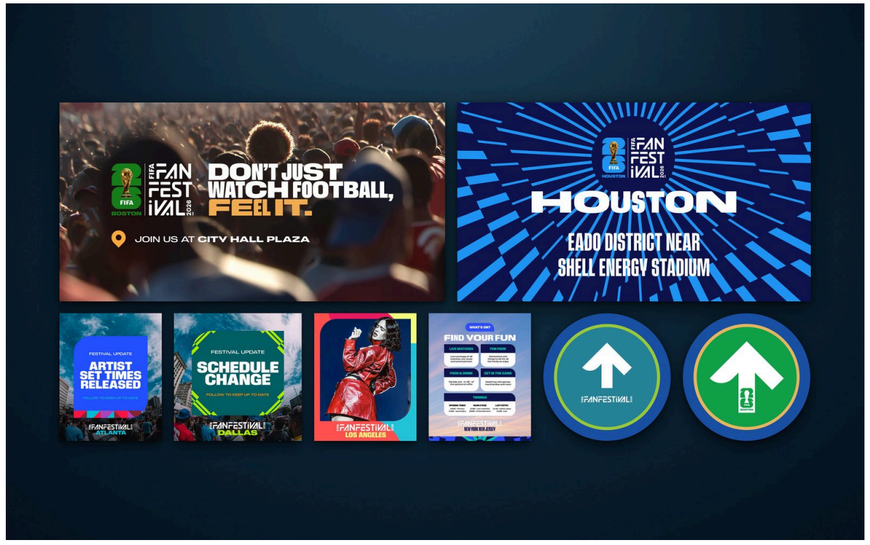
Pattern frame



Newsletter, Atlanta



Newsletter, Mexico City



Crypto Means Business, phase 2

Phase 2 of Ripple's "Crypto Means Business" campaign for the financial districts of New York, London, Dubai, Singapore and São Paulo, from Underground panels to a special build in Dubai.



MY ROLE

Concept and art direction of the phase-2 executions. I led their rollout across five markets.

AGENCY

Iris Worldwide, supporting the lead agency team in San Francisco

YEAR

2023

CHANNELS

OOH, Special-build OOH, Static and animated DOOH, Social, Newspaper

CONTEXT	Crypto Means Business ran in two phases for financial-district audiences in New York, London, Dubai, Singapore and São Paulo. The lead agency team sat in San Francisco; at Iris I art-directed the phase-2 executions and led their rollout.
CHALLENGE	Five cities, local languages and a regulator in every market. Feedback arrived market by market, and each city still had to go live on time.
IDEA	Keep one line, “Crypto means business”, and pair it with pixel-built skyline artwork that can be rebuilt for each city: big enough for a Times Square tower, simple enough for an Underground panel.
EXECUTION	Hundreds of assets in local languages across OOH, DOOH, social and print, including Times Square and a special build over a road in Dubai. Regulators in each market fed back on the work, so the team stayed reactive and turned changes around quickly for San Francisco.
RESULT	**2.1M** foot traffic in high-traffic zones. Source: client figure.



Special build, Dubai and London Underground

The wrap for a structure over a road in Dubai, in Arabic and English: the artwork flat, then on site.



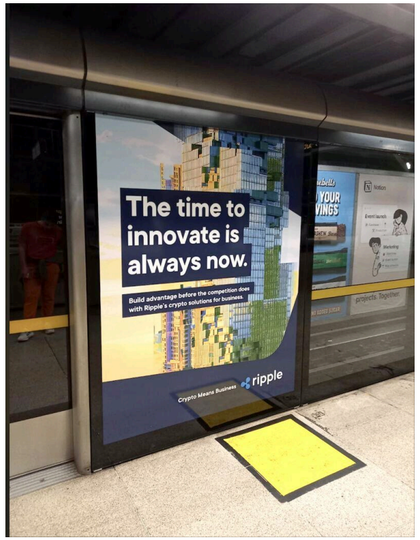
Artwork, flat



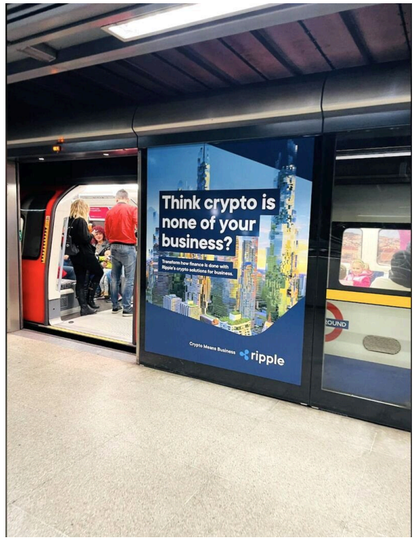
On site



Animated DOOH



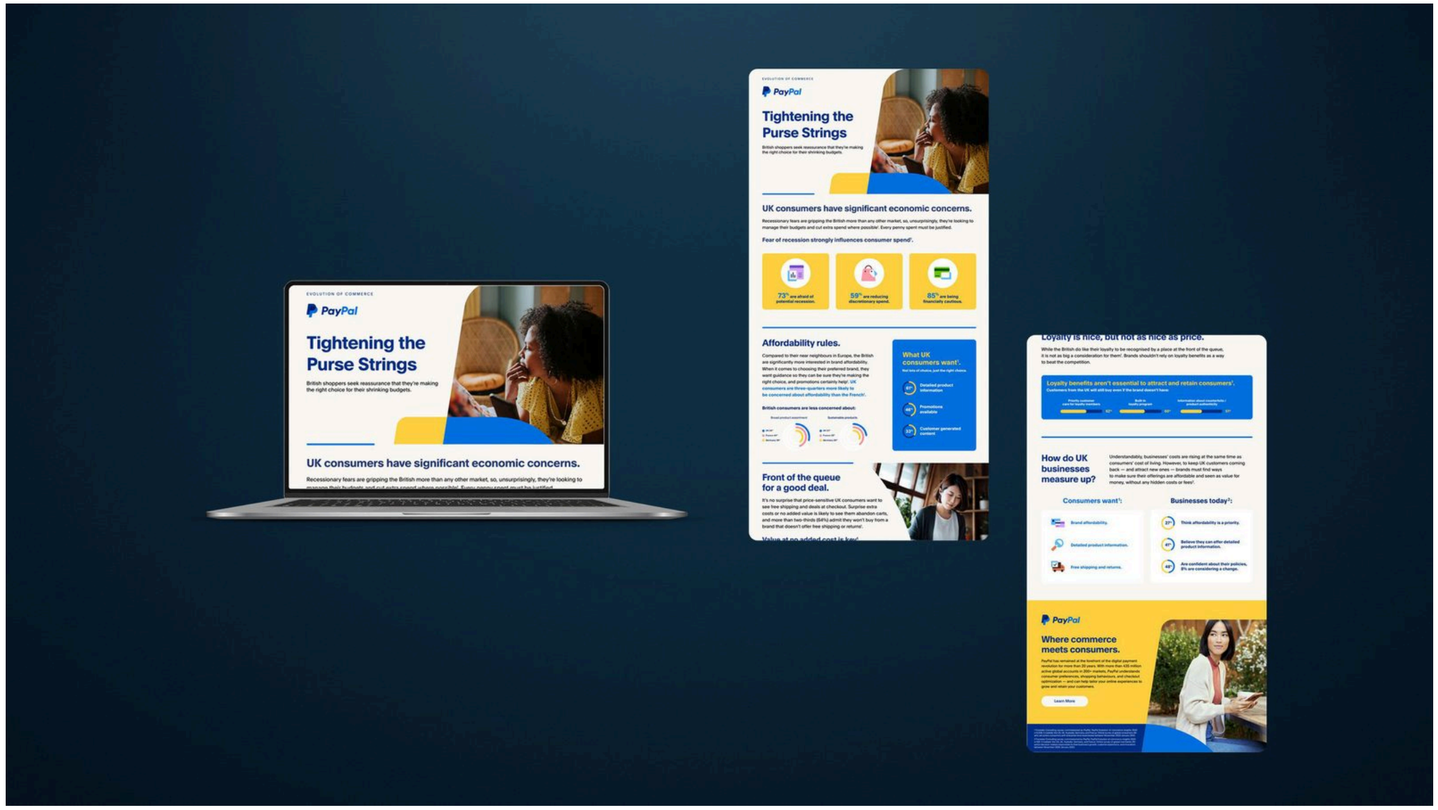
Platform panel



Platform panel

Tightening the Purse Strings

A UK campaign in two tones: a calm editorial page on how shoppers are cutting back, and loud banners for PayPal Pay Later with Ticketmaster.



MY ROLE

Concept and art direction. I led the design of the landing page and the banner suite.

AGENCY

Iris Worldwide

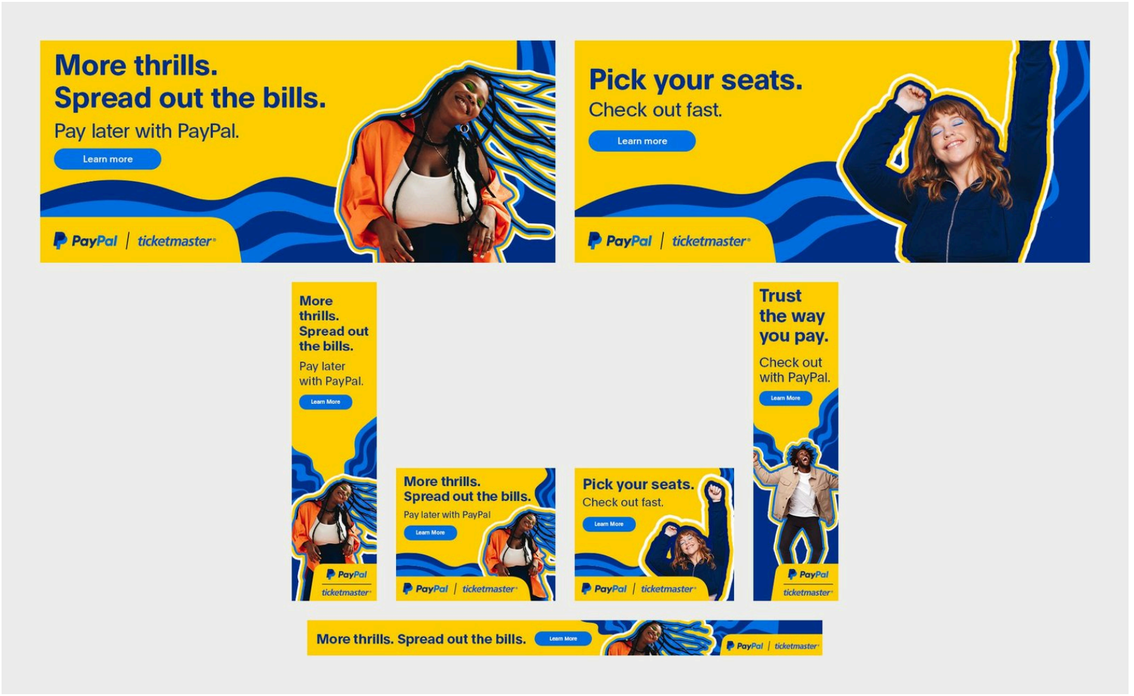
YEAR

2024

CHANNELS

Editorial landing page, 15 display banners

CONTEXT	A full-funnel campaign for PayPal in the UK. At the top, an editorial landing page about how people were changing their spending; at the bottom, a banner suite for PayPal Pay Later with Ticketmaster.
CHALLENGE	Speak to UK shoppers' worries about money, and promote PayPal Pay Later through the Ticketmaster partnership, in the same campaign.
IDEA	Give the two jobs two volumes. The landing page is quiet and data-led, so it earns trust; the banners are loud yellow and blue, with cut-out fans riding a wave, so they get noticed.
EXECUTION	An editorial landing page with infographics, and a suite of 15 display banners across standard and high-impact formats.
RESULT	**3.2M** impressions and a 28% increase in click-through rate. Source: client figure.



04 SAMSUNG

First Flips × Skateboard GB

Packaging and custom skateboard graphics for Samsung’s Galaxy Z Flip5 activation with Skateboard GB, made to be unboxed on camera by creators including Mia Regan.

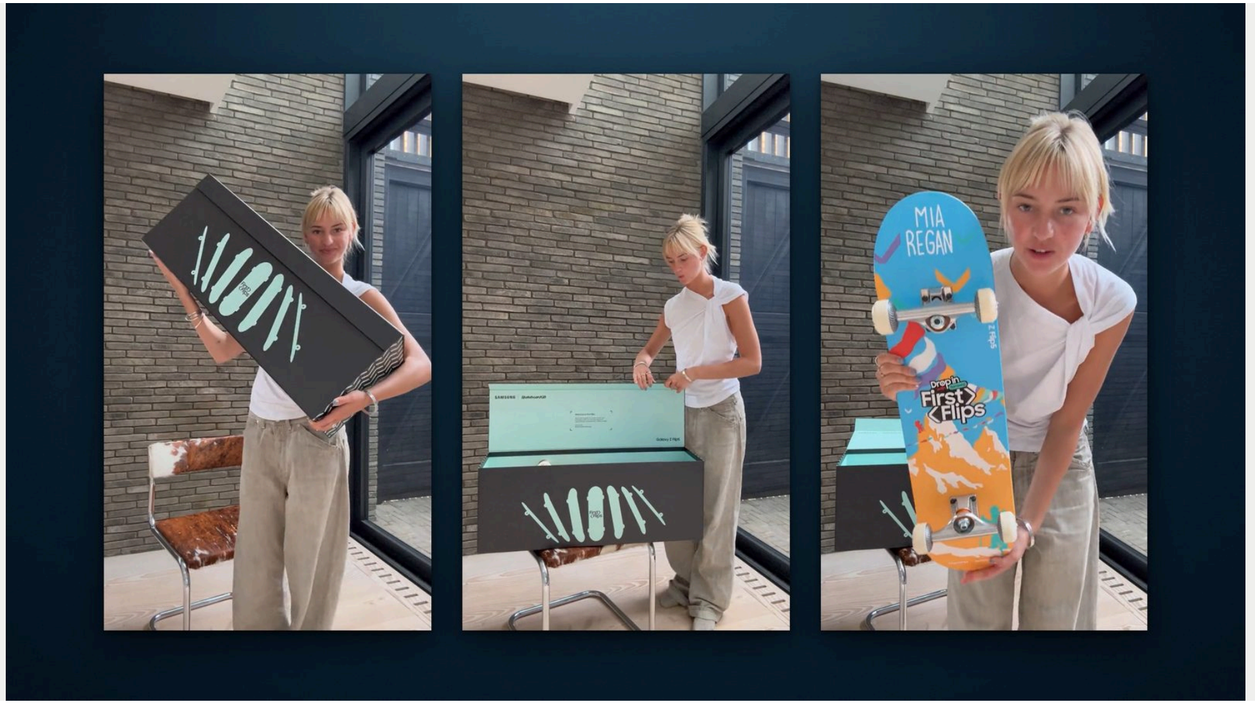
Packaging built for the unboxing: a black box patterned with teal board silhouettes that opens onto each creator’s custom deck.

MY ROLE

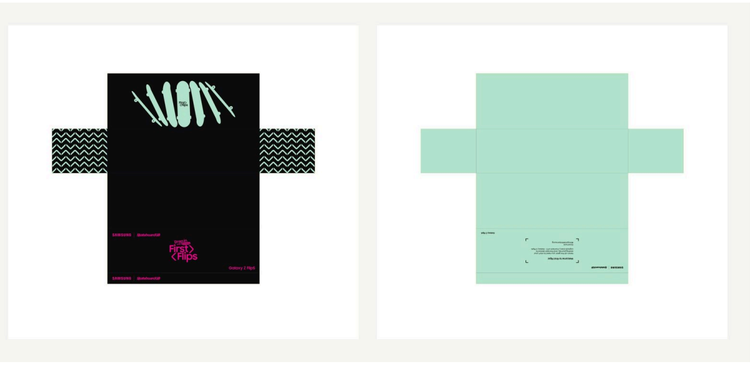
Packaging design and print artwork. I prepared the box and board graphics for cut and print.

RESULT

Covered by Campaign, LBB Online and Creative Moment, June 2024. Source: press coverage.







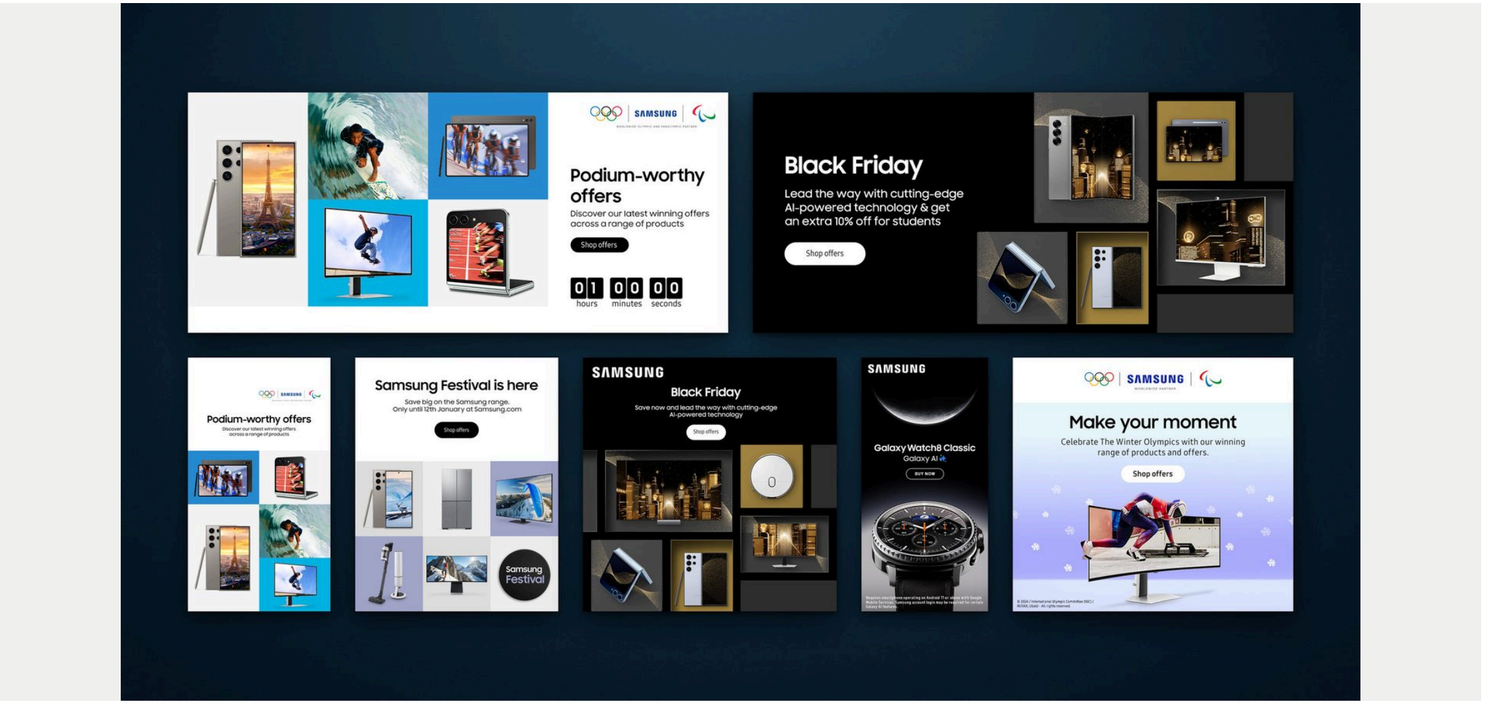
Samsung Festivals & Galaxy Watch8 Classic

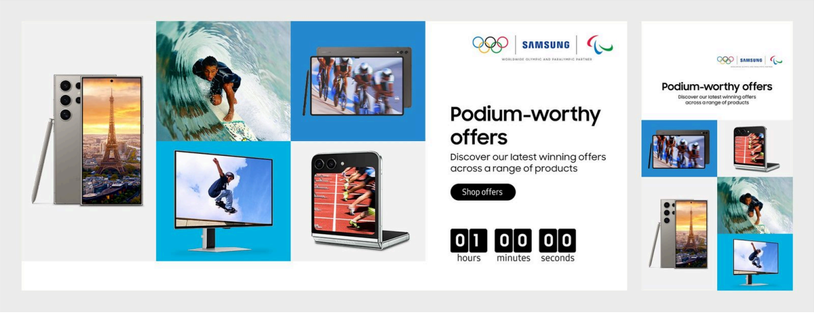
Seasonal campaign suites for Samsung across two Olympic Games, Black Friday, Samsung Festival and the Galaxy Watch8 Classic launch.

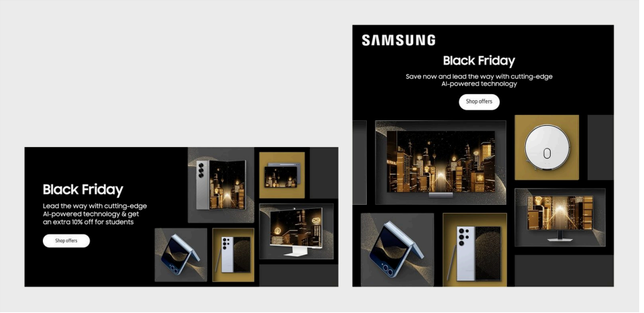
One system, five moods: blue sport tiles for Paris, gold on black for Black Friday, a clean product grid for Festival, a crescent moon for Watch8, icy lavender for Milano Cortina. The grid and type stay fixed so colour and imagery can move.

MY ROLE

Concept and art direction. I led the design of the web and social suites.







06 BRITA

Filter Out The Rubbish

A blunt typographic campaign for BRITA’s coffee-machine filters, carried from web banners to bus shelters.

Say it bluntly: FILTER OUT THE RUBBISH in heavy type, with “the rubbish” knocked out of line, and one claim: others talk, we deliver.

MY ROLE

Concept and art direction. I led the design across digital, print and DOOH.



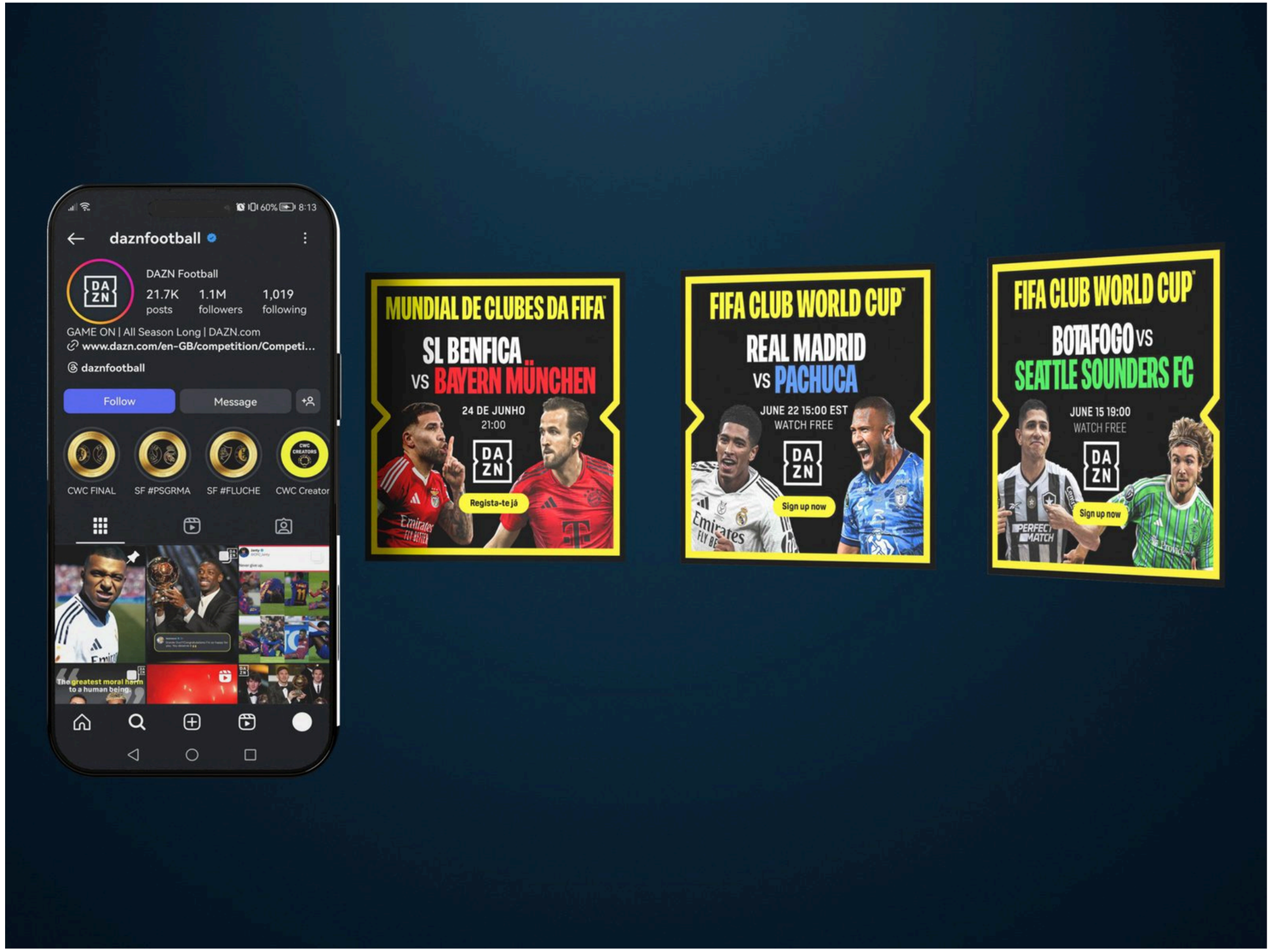


FIFA Club World Cup 2025

Matchday banners for DAZN's free coverage of the FIFA Club World Cup 2025: web banners, social posts and stories for many platforms, in 12 languages.

MY ROLE

Freelance. I led the design team that made the banners across platforms and languages.



MORE WORK

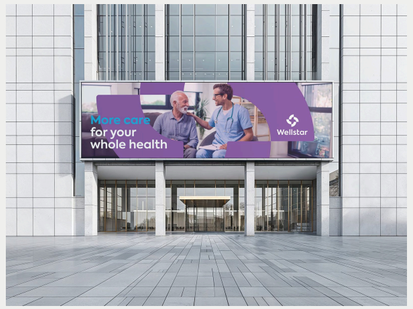
Performance ads, display and decks



C2C

Summer days out

Performance Max ads for c2c's summer fares to Southend-on-Sea and London: £2 kids' tickets, GroupSave and £9.20 days out, each in 16:9, 1:1 and 4:5.



WELLSTAR

Whole-health display

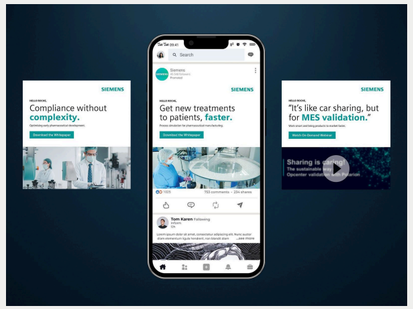
A display system for Wellstar Health System across billboards, leaderboards, skyscrapers and interscrollers, with matching out-of-home.



ROCHE

Global slide deck

Enterprise slide decks for Roche Diagnostics presenting the cobas® infinity edge ecosystem and the navify® digital health platform.



SIEMENS

Account-based social ads

LinkedIn ads for Siemens' pharmaceutical software, written to a single target account, with whitepaper and webinar calls to action.



ALLIANZ

Investment slide deck

Slide templates for Allianz Global Investors, built on the brand's guidelines and icon library: process diagrams, fund benefits and team pages.

MORE WORK

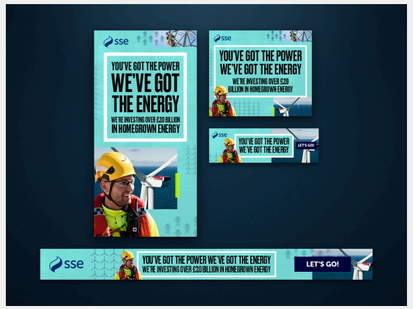
Print, display, editorial and logos



ALCON

Precision contact lenses

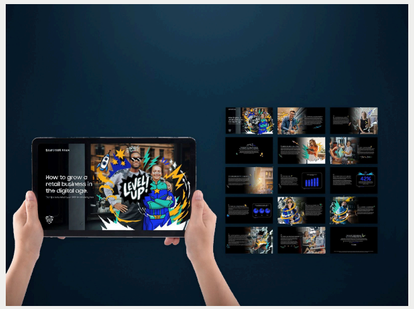
Materials for Alcon’s Precision1 and Precision7 contact lenses: key visuals and underground posters, a Z-fold brochure and a social carousel.



SSE

Homegrown energy display ads

Display ads for SSE’s investment of over £20 billion in homegrown energy, “You’ve got the power, we’ve got the energy”, in skyscraper, MPU, mobile and leaderboard sizes.



SAMSUNG

Samsung Knox digital guide

A digital guide for Samsung Knox, “How to grow a retail business in the digital age”: tips for small businesses on security and devices, with illustrated photography and charts.



CRUISE INDUSTRY NEWS

Quarterly magazine and market report

Editorial layout for Cruise Industry News in 2020: the Fall issue of the quarterly magazine and the 2021 European River Cruise Market Report, with features, ship profiles and data tables.

Portret Magazine, 2015–2021

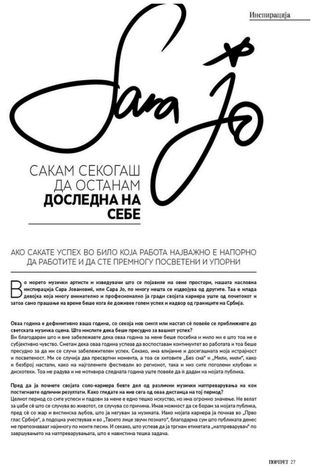
Six years as art director: more than 70 covers and 200 spreads. A few of them.

















AVAILABLE

Hiring a Creative Lead or Design Director?

Open to Creative Lead, Design Director and Art Director roles in the UK, Europe and the US, on site or remote, and to a few art direction projects with agencies and brands.

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LINKEDIN
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BASED IN
Skopje