

# Milena Dedijer

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Portfolio: [dedijer.net](http://dedijer.net)

Passionate professional and team leader with a unique combination of creativity, business, and technical skills.

Experienced with creative direction, design management, branding, UX, visual and motion design, editorial, content strategy, marketing, ecommerce, accessibility, and localization.

Quickly contribute insights in any situation, based upon familiarity with a wide array of industries, marketplaces, and target audiences.

Lead by example to inspire best efforts from team members and sustain positive, focused atmosphere by always acting enthusiastically and decisively.

## Work Experience

CREATIVE DIRECTOR Aug 2017 – present

### Microsoft

MICROSOFT STORE STUDIO CAMPAIGN LEAD

- Formed a new team to develop Microsoft Campaigns in-house, along with all the toolkits, assets and follow up on execution across all channels. Lead execution on Microsoft.com, Microsoft Store, and Windows Store properties.
- Craft visual and editorial standards, evergreen and seasonal content creation guidelines across all channels (online, CRM, social).
- Member of Microsoft's corporate Brand v-team and a continuing contributor to the evolution of Microsoft's Web Framework.

CREATIVE DIRECTOR Sep 2012 – Aug 2017

### Microsoft

MICROSOFT.COM – CONTENT

- Led a team of designers, copy-writers and editors in creating digital campaigns for core consumer and commercial Microsoft products as well as PR, ATL and Microsoft Stories.
- Created and documented content creation process and schedules, handoff to localization, global production and programming.
- Led initiatives for seasonal revenue opportunities for Microsoft Store (Holiday, Graduation, Back to School).
- Championed accessibility updates for Microsoft.com

MICROSOFT.COM - UX

- Working on evolving homepage as well as several in-network experiences
- Part of the v-team working on Microsoft's new web framework.

## USER EXPERIENCE CONSULTANT August 2011 – August 2012

**Microsoft via Filter LLC**, Redmond WA

MICROSOFT MOBILE 2.0

- Lead designer – from initial UX and concepting to final execution and overseeing production and development of Homepage and Product pages, consistent with other initiatives at MSCOM.

MS NEWS, BLOGS

- Lead designer – worked on restructuring existing designs (News) and on creating simple, unified blogging and social experiences across Microsoft.
- Worked with a Creative Director to develop strategy, helped define the scope, created and tracked project timeline, communicated with the rest of the CMG group to ensure the design is consistent and compliments current group efforts.
- Worked alone to create all low and hi fidelity comps, kept track of production and development.

## ART DIRECTOR 2006 –July 2011

**Ascentium Corporation (now Smith.co)**, Bellevue WA

- Led continues support/content creation efforts Windows.com (msft).
- Worked alone or with managers, information architects and developers to create innovative concepts for Windows Vista, Windows 7, Dynamics, Office, Microsoft Security, /Innovation.
- Directed, edited and post produced product demos, videos and tutorials for Microsoft and Precor.

## Other Work Experience:

- Creative Lead : : **Kompani**, Belgrade  
Motion, broadcast design, TV network redesign, TV commercial and advertising, campaigns for Coca Cola company, national broadcasting network and many other international and local clients
- Art Director **JW Thompson**, Belgrade  
Advertising, campaign creation and execution.
- 3D Animator/Designer **Kompani**, Belgrade  
3D animation, post-production, non-linear editing, web.

## Education

University of Belgrade, School of Architecture, Yugoslavia.

## References

Available upon request.