

aijsaaijsaaijsaaijsa.com

Portfolio

Specializing in: Identities. Illustration. Infographics. Magazines. Books. Posters. Print. Typography. Fanzines. Editorial. Content Creation, Augmented Reality (face filters).

Ajša Zdravković is

a visual artist, graphic designer and writer based in Amsterdam. Having studied philosophy & psychology in her early college days and having a passion for the human mind, she wanted to merge that knowledge with her inner artist and decided to study visual communication at HEAD University of Art & Design in Geneva, Switzerland. Graduating in 2014, she is now based in Amsterdam and working in the fields of graphic design, visual art, illustration and writing.

Published

PLAYING CARDS FROM SWITZERLAND

A custom-designed game of cards — Helvetiq — Sold in bookstores throughout Europe

WALLS NOTEBOOK ILLUSTRATIONS

Illustrations for Quirk Books — Published in an online article — quirkbooks.com

DUBAI DESIGN DISTRICT

Illustrations — Public Art — Currently on view in Dubai Design District

ABSINTHE

Book Design — Helvetiq — Sold in bookstores throughout Europe & USA — helvetiq.com

BARRAKUDA

Card Game Design — Helvetiq — helvetiq.com

DUBAI DESIGN DISTRICT

Illustrations — Public Art — Currently on view in Dubai Design District, Dubai, United Arab Emirates

Clients

Chloé

VICE

writers unlimited

شاشة
SHASHA

LE LABO®
GRASSE - NEW YORK

dangerous
DON

Sorbet

HEL·
VETIQ

Het HEM

Landor

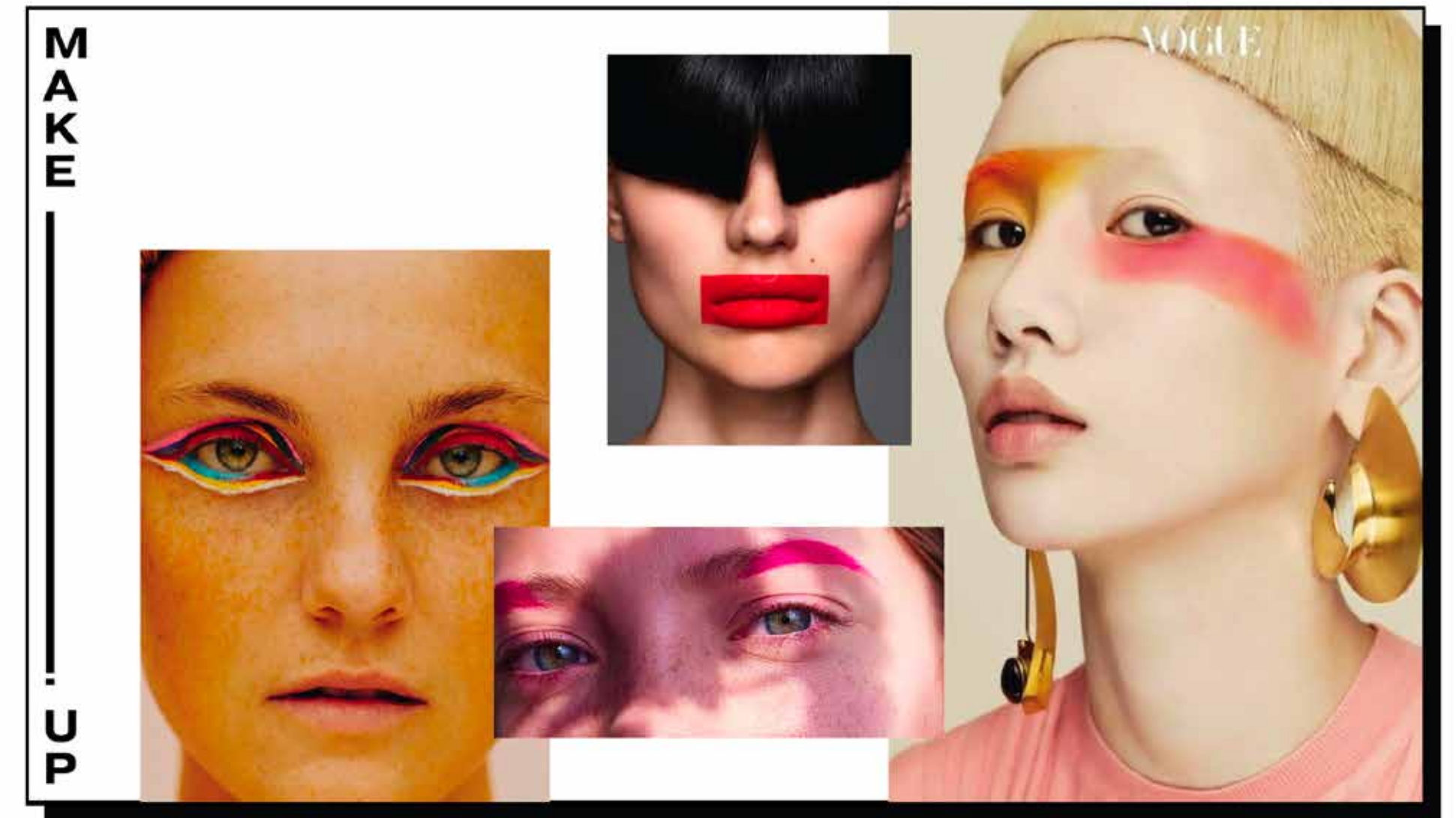
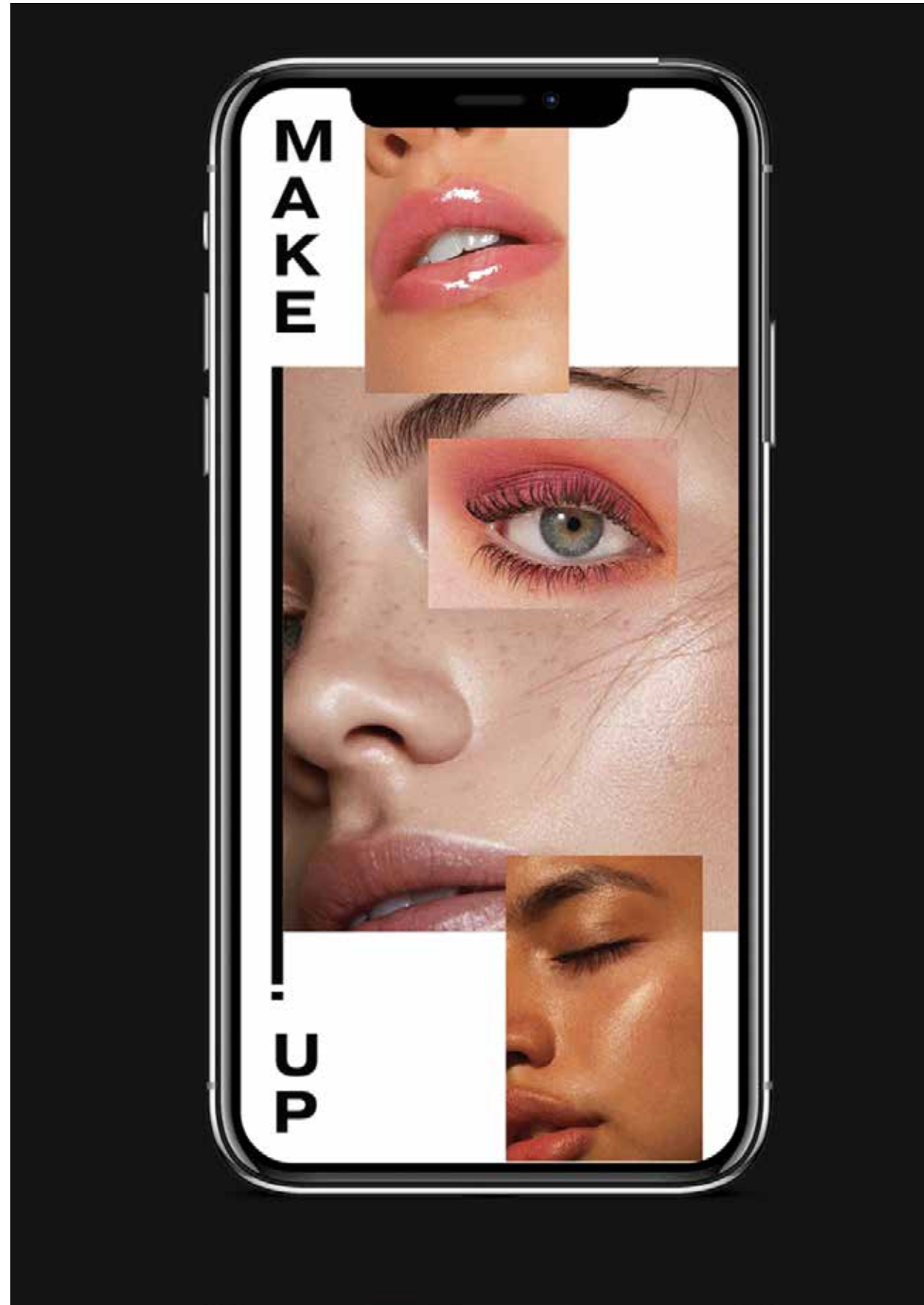
Jennifer Bambi Koko Kolomoni Aurelie Mbuji Mayi

ART DIRECTION & BRAND IDENTITY

Jennifer Kolomoni is a Belgian-Congolese Stylist and overall creative woman. I worked on her brand identity, incorporating not only her personality, but her aesthetic, her work ethic and her sense of style.

The work was carried out in Dubai and the goal was to do something different to what existed in the Middle Eastern Market for stylists - Something much more contemporary and clean, sophisticated and versatile.

I also provided templates so that Jennifer could play around with the typography herself, creating an overall pleasant design experience.



JENNIFER
BAMBAMBUJI
KOKOLONIE
AURELIEMAYI

Sorbet Magazine

ILLUSTRATION & LOGO RE-DESIGN



Sorbet Magazine contacted me to re-work their traditional cover for their Kitsch Issue. 3 concepts were discussed and executed, one being traditionally kitsch, the second a floral approach in homage to Gucci (the brand was featured throughout the magazine in styling), and the third, also Gucci inspired in a monochromatic form. The Sorbet logo was also re-worked to blend in with the cover re-designs.



O-Performance

CREATIVE DIRECTION
& BRAND IDENTITY



BEGINNER



INTERMEDIATE

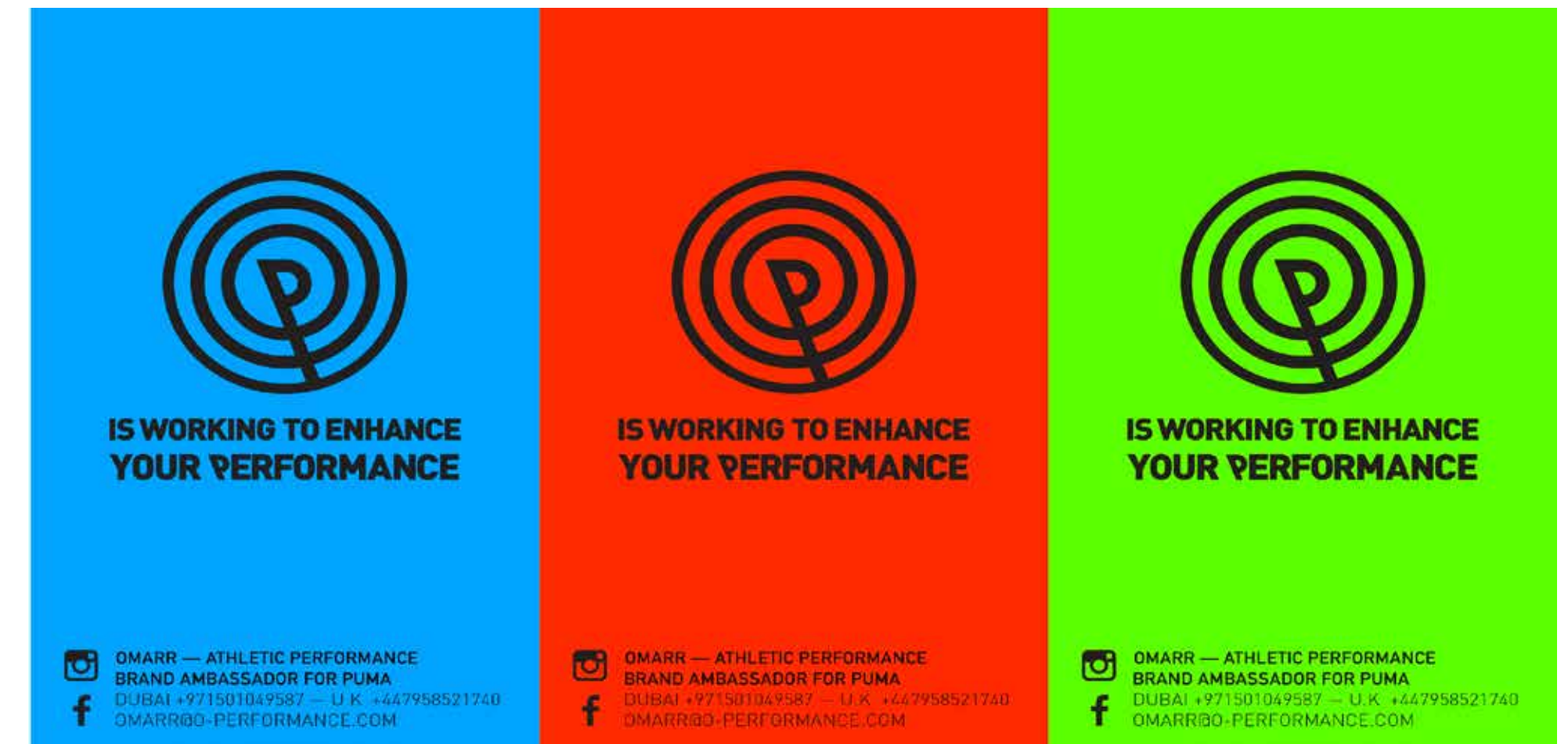


ADVANCED



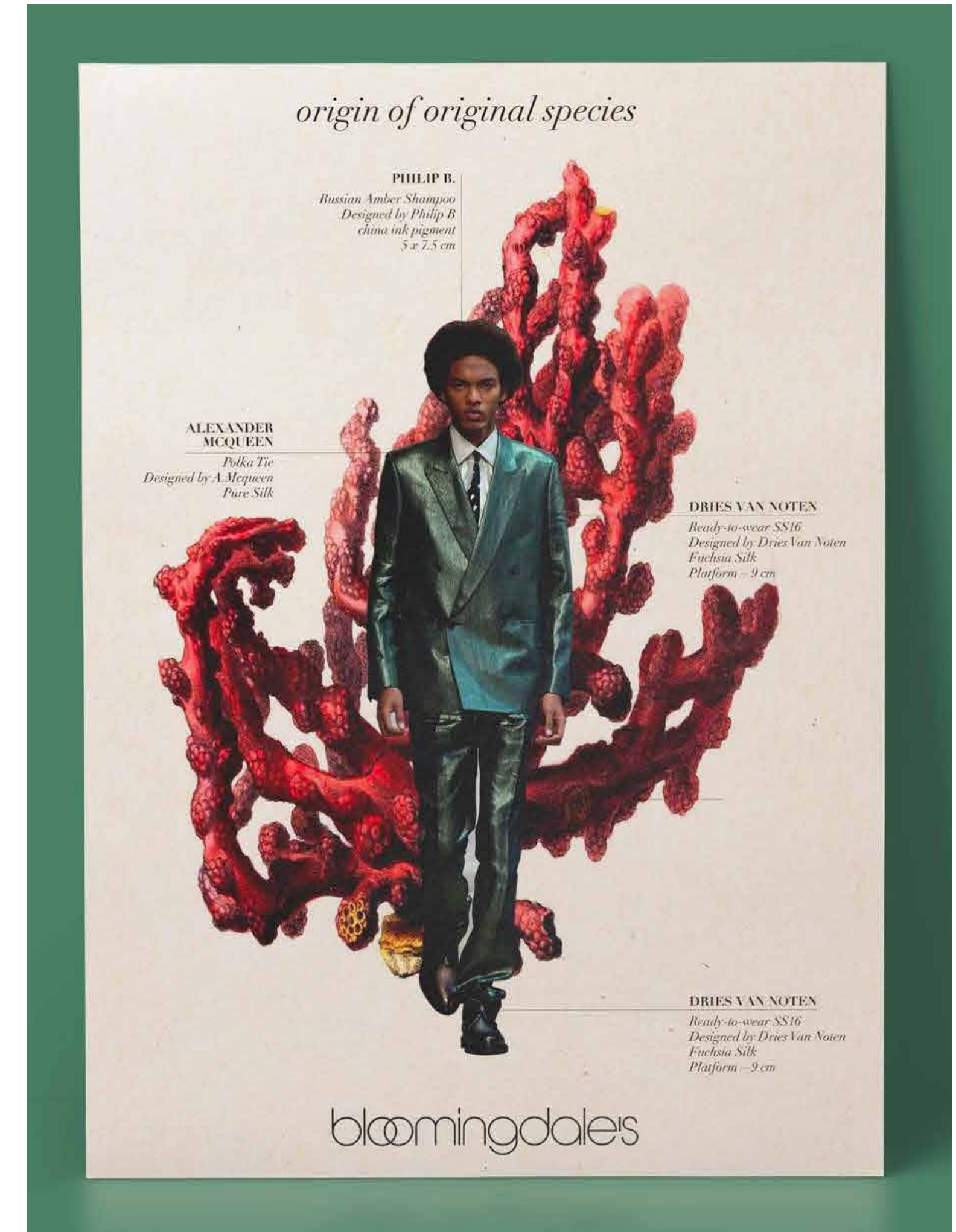
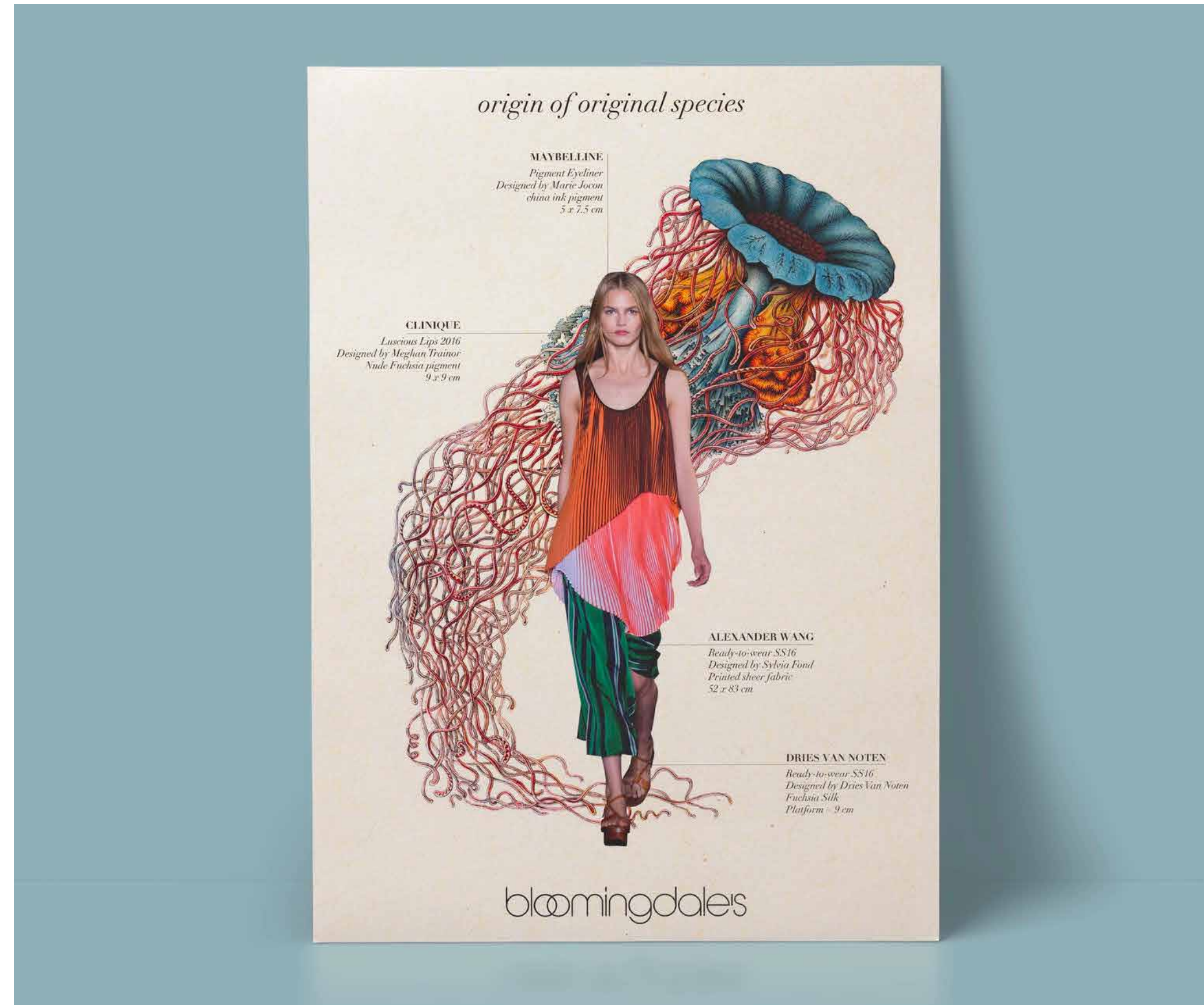
O-Performance, also known as Omarr, is a multi-faceted personal trainer and PUMA brand ambassador based in London, UK. He came to me asking for a dynamic personal brand identity that could reflect his 3 levels of training: Beginner, Intermediate and Advanced. He also mentioned he would like to create merchandising for his clients.

After a few discussions, we came to the conclusion that he needed a monogram and a logotype, and a wide variety of deliverables such as a landing page, social media templates, Instagram story content and posts.



Bloomingdale's

CAMPAIGN IDEATION AND CREATION

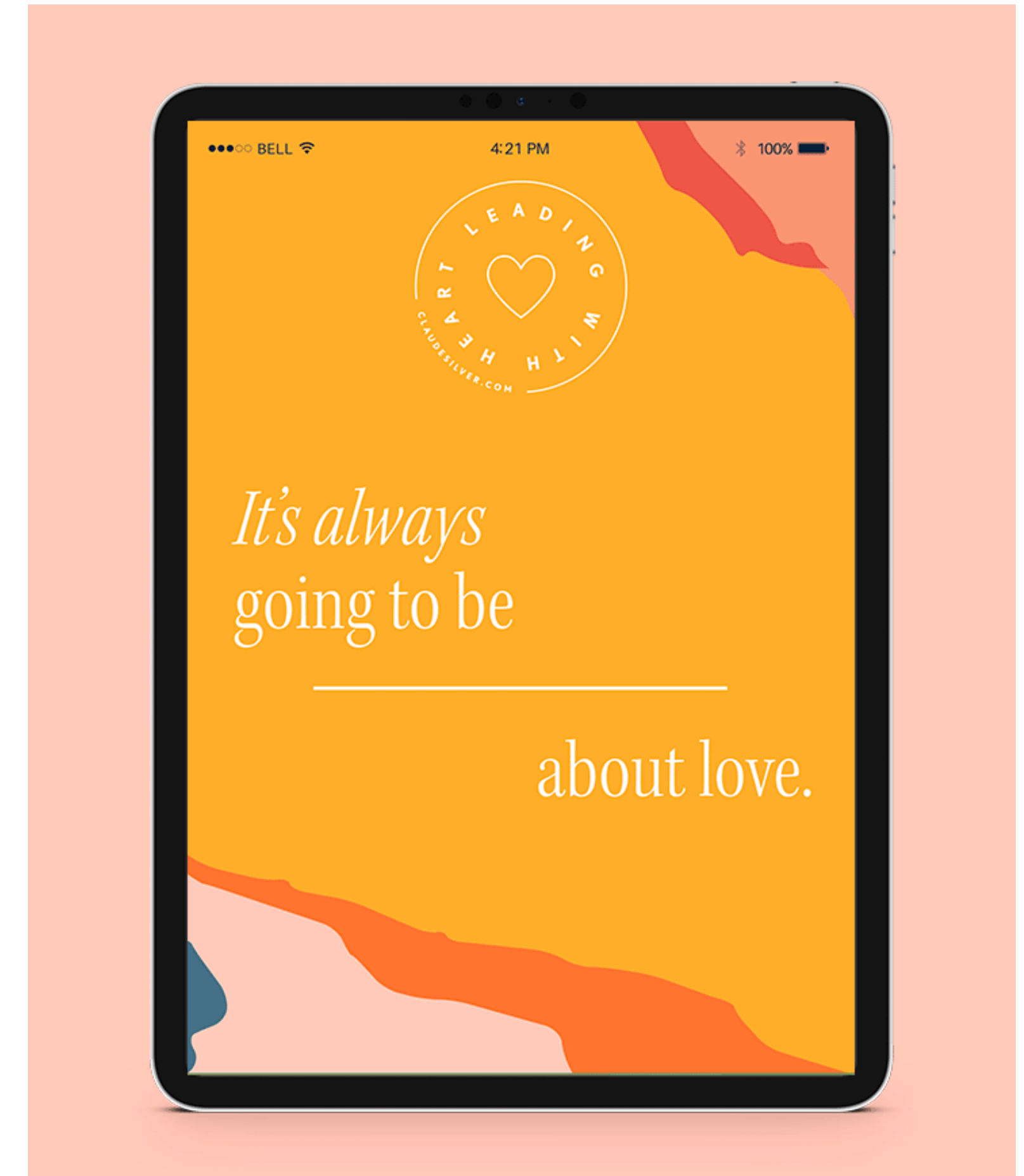
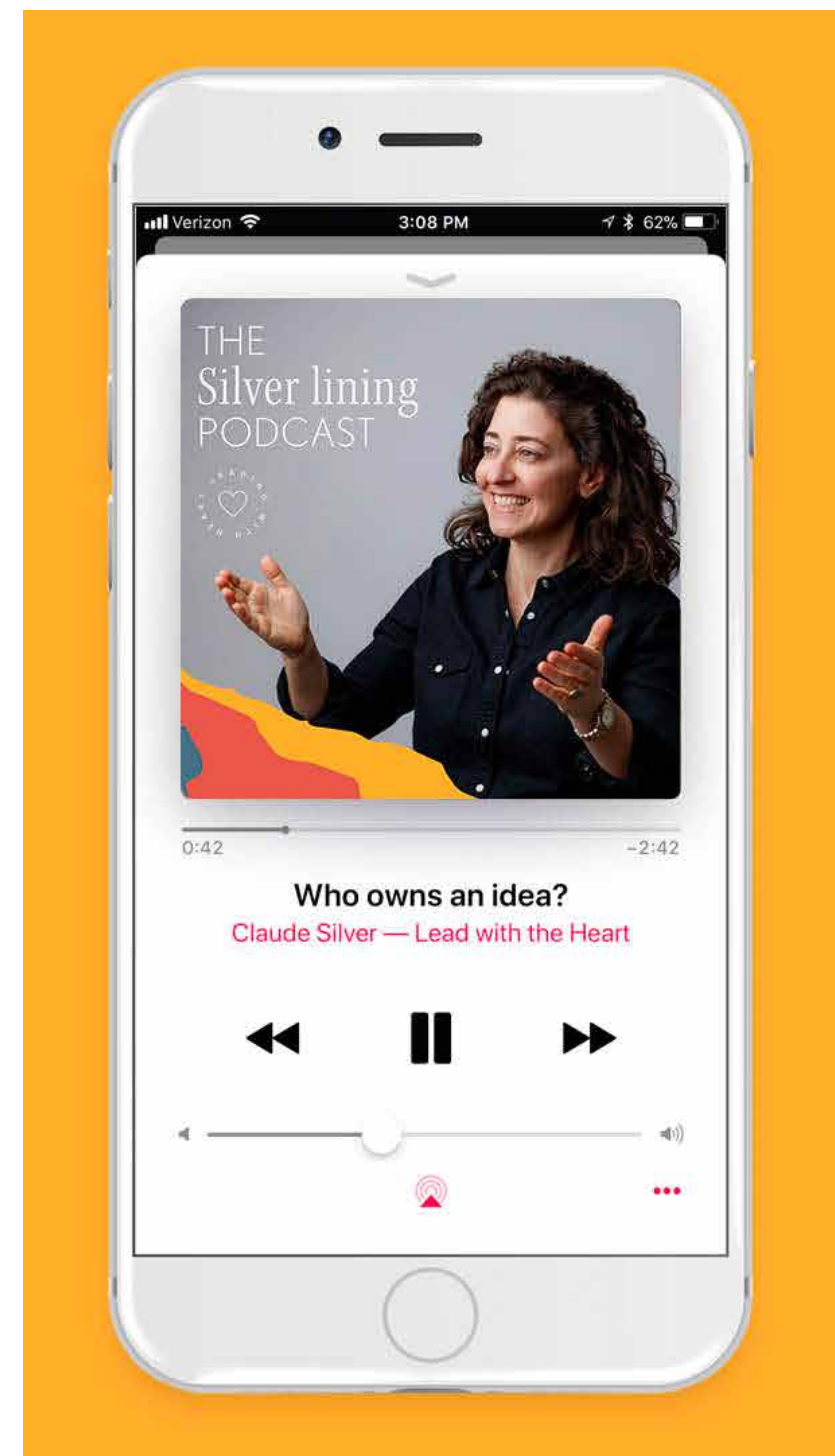


Bloomingdale's SS16 Campaign Pitch
"The origin of original species"

Claude Silver

BRAND IDENTITY
& SOCIAL MEDIA DESIGN

Claude Silver is Chief Heart Officer at Vaynermedia in the Headquarters in New York City. In 2018 she approached me to create her brand identity, based on empathy, warmth, motherhood and philanthropy. Venturing out into the world of public speaking, podcasts and coaching, she wanted a brand identity that brought to life her empathetic values and beliefs related to the workplace.



House of Social

BRAND IDENTITY
& SOCIAL MEDIA DESIGN

House of Social is an ever-evolving Social Media platform rooted in education, training and consultancy. Alexandra, the founder, reached out to me at the very beginning to create a versatile brand identity. It has been three years since House of Social was created, and the branding is continuously being brought to life in different ways.



For Work & Play

CREATIVE DIRECTION, PACKAGING
DESIGN, BRAND IDENTITY
& ILLUSTRATION



For Work & Play is a Dubai-based accessories brand focusing in pure silk products. For this visual identity I created custom-made patterns based on the natural flow of silk in the wind to accurately portray the products.

Ultraviolet DXB

CREATIVE DIRECTION, BRAND IDENTITY,
SOCIAL MEDIA CONTENT, CONTENT
MANAGEMENT, UI DESIGN.

Ultraviolet DXB is an independent digital festival created by Ajsa Zdravkovic (ajsaajsaajsa), Megane Quashie, Nour Zaghoul and Aly Noweir. Due to the COVID19 crisis, we set up a platform to shine a light on independent artists, DJ's and performers, in the hope of keeping their individual audiences engaged during times where live events were being progressively cancelled.

ULTRA VIOLET DXB TUNE IN ON [ULTRAVIOLET.LIVE](https://ultraviolet.live)

PAV4N DUBAI

JUNE 26 | 2-2:45 PM | GMT+4

ZERO HATE

At Ultraviolet DXB, we stand for diversity and equality. Our platform has no space for racism, sexism, homophobia, transphobia or gender discrimination of any kind.

ULTRA VIOLET DXB 26 27 06 + 06 20 20 **Platinumlist** powered by live

ULTRA VIOLET DXB

THE INVISIBLE FRINGE OF THE RAINBOW

2 DAYS OF BACK TO BACK DIGITAL PERFORMANCES 26 27 06 + 06 20 20

FRIDAY | 26.06
ALL TIMES IN PM
ALL TIMES IN GST (GMT+4)

MALAIKA MUNSHI	Art & Relaxation Workshop	12:00-1:00
TRACEYTHEARTIST	TV and film Makeup Workshop	1:00-2:00
PAV4N	Live Performance	2:00-2:45
KING PARI	DJ Set	3:00-4:00
MEGATRONIC (UV RESIDENT)	DJ Set	4:00-5:30
KHALIL	DJ Set	5:30-7:00
ARISS	DJ Set	7:00-8:30
NNAMDI	DJ Set	8:30-10:00
LUNY	DJ Set	10:00-11:00
BLACK ATHENA	DJ Set	11:00-12:00

SATURDAY | 27.06
ALL TIMES IN PM
ALL TIMES IN GST (GMT+4)

GIUSEPPE MOSCATELLO	Art Practices	12:00-1:00
NOTO BOTANICS	Cosmetics Masterclass	1:00-2:00
BAKAI	Live Performance	2:00-2:45
DJ JENNIFLY	DJ Set	3:00-4:00
CVÈ	DJ Set	4:00-5:00
RICK P	DJ Set	5:00-6:30
BLAQKONGO	DJ Set	6:30-7:30
OFF KOURSE	DJ Set	7:30-9:00
NOAIR	DJ Set	9:00-10:00
ELISA DEA	DJ Set	10:00-11:00
YO-LAN-DA	DJ Set	11:00-12:00

TUNE IN ON [ULTRAVIOLET.LIVE](https://ultraviolet.live)

ULTRA VIOLET DXB **Platinumlist** live

27 06 20

SCHEDULE

ZERO WASTE

If you're partying at home, make sure to recycle glass bottles, plastic cups and other waste.

ULTRA VIOLET DXB 26 27 06 + 06 20 20 **Platinumlist** powered by live

Four Human Kind

CREATIVE DIRECTION, BRAND IDENTITY, SOCIAL MEDIA CONTENT, WEB DESIGN, UI DESIGN.

Four Human Kind was built to raise worldwide awareness about the benefits of plant-based living food and the importance of zero food waste. From visual identity, to the finer details of web design, I created the brand's identity to fit into a world where raw and vegan food is often misrepresented by an over-saturation of unpleasantly coloured imagery and a heavy DIY look & feel.

FOUR HUMAN KIND

- Our Mission
- Recipes
- On-site Classes
- Shop Four Human Kind
- Chef in the making
- FAQ
- Contact us

Living food. Step by step.

Description of item here Subscribe

Facebook Instagram

Mission statement to be placed here.

FOUR HUMAN KIND

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Popular Recipes

Italian - Dinner - Light **Roasted Asparagus & Tomatoes** Subscribe

Italian - Dinner - Light **Roasted Asparagus & Tomatoes** Subscribe

Italian - Dinner - Light **Roasted Asparagus & Tomatoes** Subscribe

Italian - Dinner - Light **Roasted Asparagus & Tomatoes** Subscribe

Discover all the recipes

CHUNKY PISTACHIO PESTO

Creative Prep Time • 15 min
Level of Craft • Easy
Creates • 1 cup
Dehydration • None
Fermentation • None
Soaking • None
Marinating • None

Food Processor Ingredients:

- 1/4 cup – 37 g – macadamia
- 1/4 cup – 38 g – pistachios - raw.
- 1 cup – 35 g – basil leaves - fresh.
- 1/4 cup – 9 g – spinach leaves - fresh.
- 3/4 teaspoon lemon juice
- 1 tablespoon nutritional yeast
- 1/4 teaspoon Himalayan pink salt
- Pinch of black pepper powder

Additional Ingredients:

- 2 tablespoons extra virgin olive oil

Creative Toolkit: Food processor, spatula, lemon juicer, measuring cups, measuring spoons, serving dish.

Switch List: Feel free to replace the pistachio with pine nuts or macadamia.

Lifespan: Doesn't quite last forever, but pesto will keep well for 3 days in the fridge if stored in an airtight container.

ONE STEP AT A TIME

- In a food processor, place all the ingredients in the list except for the olive oil.
- Texture is key here so pulse them until well combined but still slightly chunky so we can maintain the texture.
- Gradually stream in the olive oil while the food processor is running. Be careful not to overdo it with the processor, as oils are unhappy when overheated!
- And now you're ready to add the pesto to your favorite spiralized zucchini pasta or spread it on your beloved bread!



Set up your Kitchen

We promise, it's not complicated to set up your kitchen for plant-based living food! All it takes are basic kitchen appliances and equipment.

High-Speed Blender
 We totally recommend investing in a good quality high-speed blender. You'll get the desired results and texture, especially when you are blending nuts and seeds. It could save you a lot of stress, frustration and disaster.

Dehydrator with non-stick sheets
 A dehydrator is just as important as a high-speed blender because this is where the magic happens. It's essential for food drying, making, fermenting, dehydrating, pickling, and so on.

Food Processor
 This also should, great! You'll need a good food processor for that. It's important to have a high-speed blender, and it's also important to have a food processor.

Mandolines
 Not only do you need to use a mandoline, but you also need to use a mandoline. It's important to have a mandoline.

Spiral Vegetable Slicer
 Quick and easy to use device for making spiral vegetable (zucchini, spaghetti, carrots, etc.).

Ice Cream Maker
 If you are a fan of ice cream, then we strongly suggest that you get one. It's important to have an ice cream maker.

Food Processor
 This also should, great! You'll need a good food processor for that. It's important to have a high-speed blender, and it's also important to have a food processor.

Smoking Gun
 No longer just for smoking, this tool adds smoky flavor and can be used to smoke and dehydrate.

Fermenting Machine
 This awesome device makes your fermentation process so much easier. It's important to have a fermenting machine.

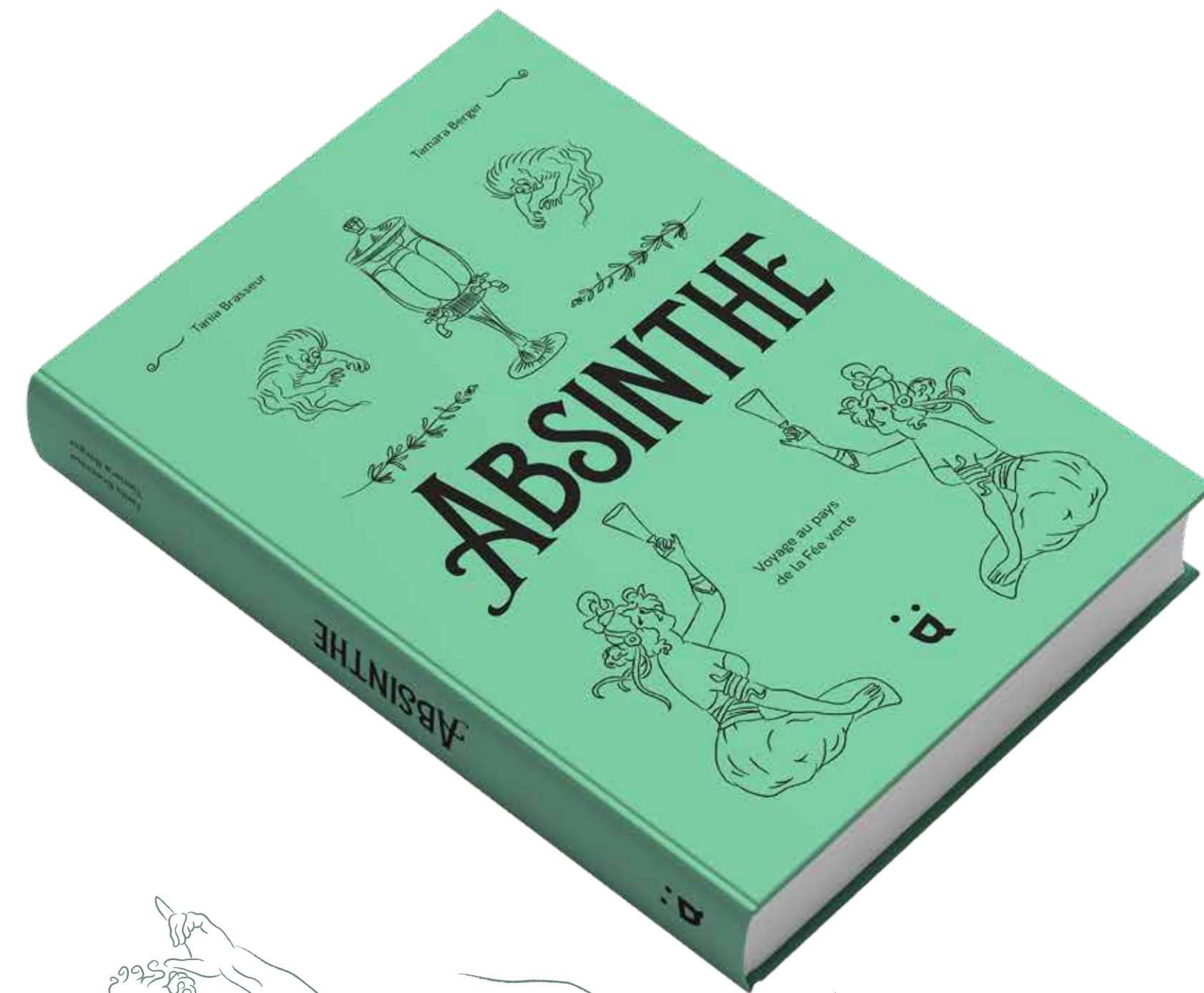
Vacuum Sealer
 Vacuum sealers remove the oxygen from your foods and prevent the growth of bacteria and mold.

Set up your Kitchen Essential Tools
 Here you'll find everything you need to get started.

Set up your Kitchen Cutting & Slicing
 Here you'll find everything you need to get started.

Absinthe

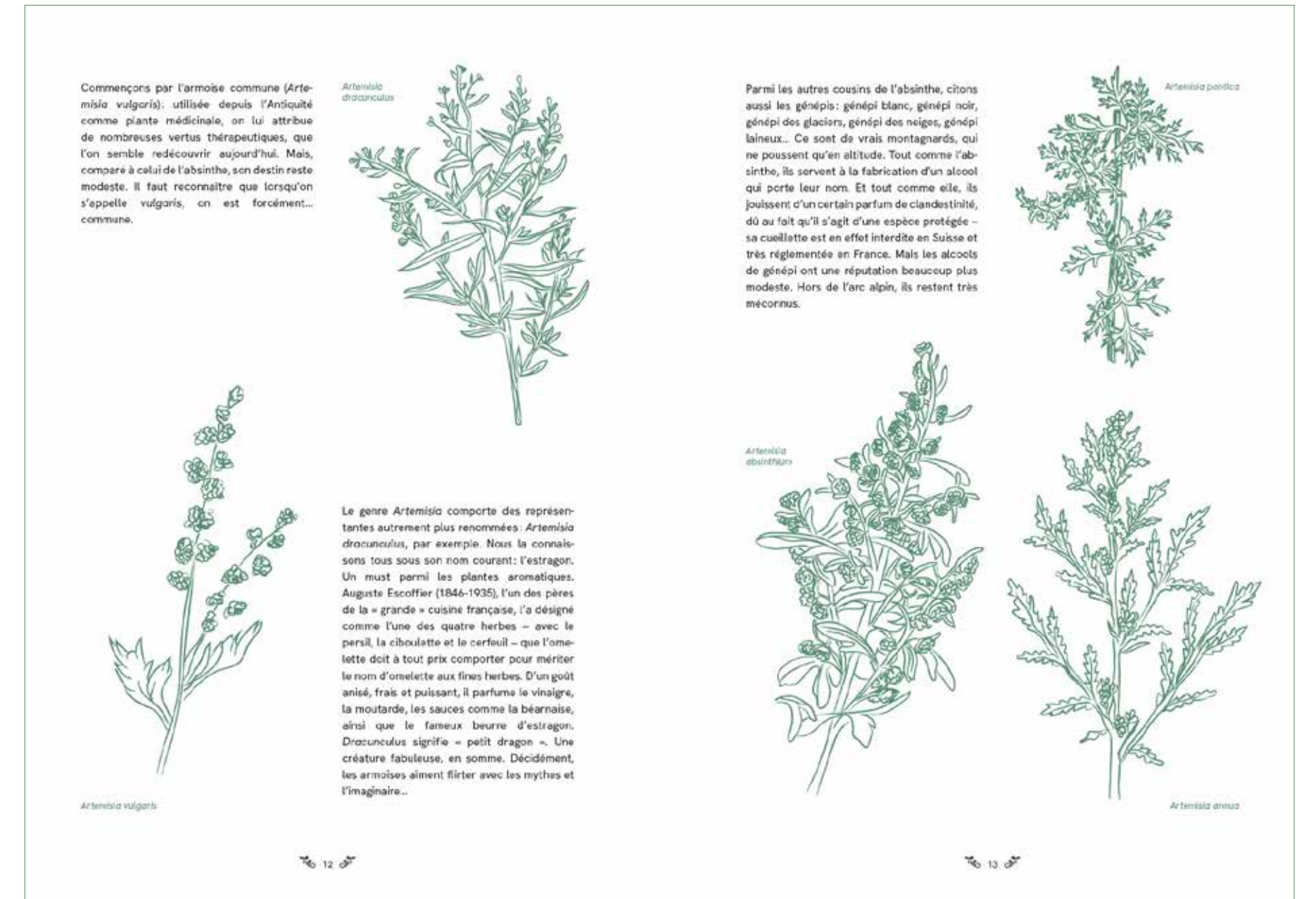
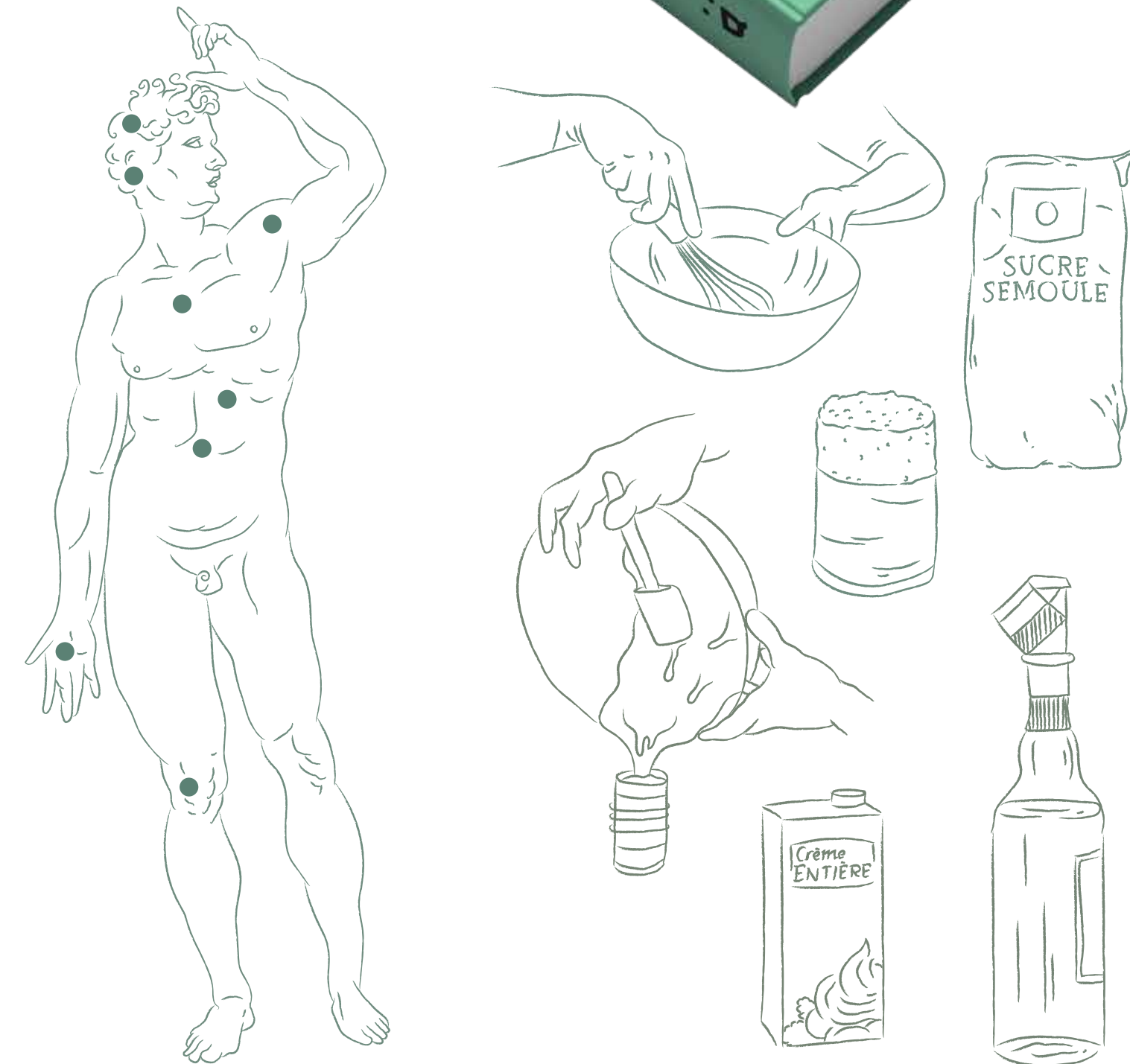
CREATIVE DIRECTION, ART DIRECTION,
BOOK DESIGN, LAYOUTING.
-224 PAGES.



Author Tania Brasseur follows the traces of the absinthe plant, the alcohol made from it and the people who produce it in the Val-de-Travers - the cradle of absinthe.

Illustrated with evocative photos and illustrations, this book combines botany, history, art, accounts of craftsmen and cooking recipes to create a comprehensive picture of the green fairy.

Available on www.helvetiq.com



L'heure de la conquête

3

Dans la salle de la Maison de l'Absinthe, l'affiche est un peu dissimulée derrière une vitrine. Elle attire pourtant l'œil par son sujet plutôt inattendu. À première vue, elle a de quoi laisser perplexe.

Elle représente un zouave en grande tenue – les zouaves étaient des soldats d'infanterie algériens de l'armée coloniale française. Coiffé d'une chéchia rouge, l'homme porte un large sarouel blanc et une veste courte bleue roi, ornée de passepoils jaune vif. Il brandit une bouteille d'absinthe qu'il regarde d'un air réjoui. L'affiche, qui date de 1895, indique: Absinthe Mugnier – En vente partout. Partout, c'est le cas de le dire. Que peut bien faire un zouave d'Algérie sur une affiche publicitaire pour l'absinthe?

Armée et colonies

C'est en 1830 que débutent les conquêtes coloniales françaises, à commencer justement par celle de l'Algérie. Les militaires des bataillons d'Afrique emportent avec eux des bouteilles d'absinthe. Leur motivation est d'abord « hygiénique ». L'extrait d'absinthe a beau s'être fait connaître comme boisson apéritive, il garde une solide réputation de « médicament ». On lui attribue les mêmes vertus que la plante elle-même: fébrifuge, vermifuge, antiseptique, antibactérienne, etc. Autant de bienfaits auxquels s'ajoutent les propriétés désinfectantes de l'alcool. Bref, les flacons d'absinthe font davantage partie de la pharmacie de voyage que des réserves de cave.

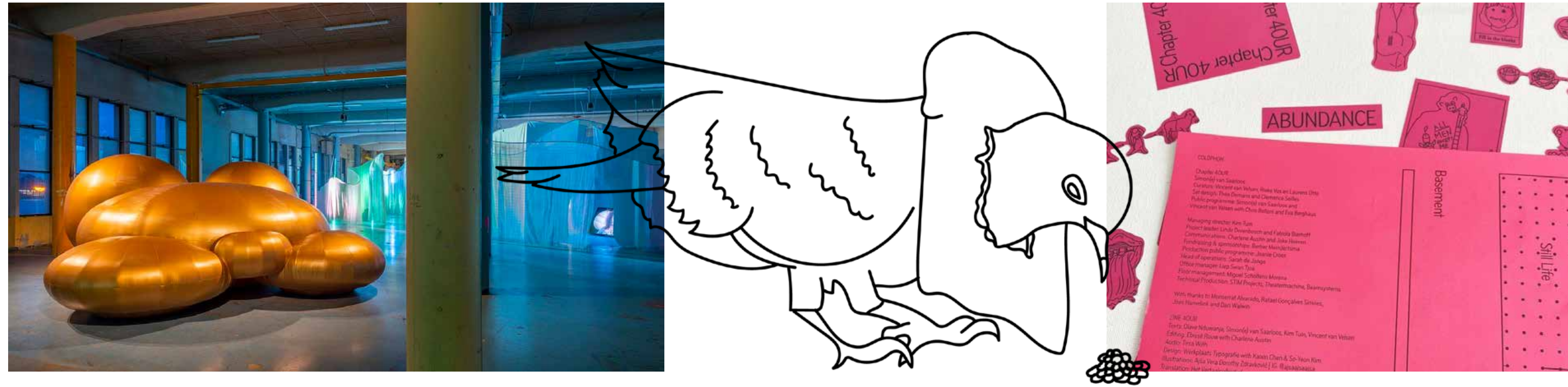
Les militaires s'en servent pour prévenir la malaria, la dysenterie et les vers. Ils la mélangent à l'eau pour la désinfecter... et prennent très vite goût à cette eau aromatisée. Au point d'augmenter petit à petit les quantités de « désinfectant » dans leur verre. Dès lors, l'eau-de-vie produite à Pontarlier ou dans le Val-de-Travers trouve un important débouché dans l'armée coloniale, qui contribue ainsi à la propager dans le monde. Tout au long du XIX^e siècle, l'absinthe participera ainsi à toutes les campagnes coloniales, de l'Afrique du Nord à Madagascar, en passant par l'Asie. En revanche, contrairement à ce que suggère l'affiche, l'absinthe ne sera jamais consommée par les populations autochtones mais restera la boisson favorite des occupants.

L'eau aromatisée à l'absinthe

Intrigué par cette façon « hygiénique » de consommer l'absinthe, j'ai eu envie de l'essayer: verser une cuillerée d'absinthe dans un grand verre d'eau, bien mélanger. On dirait une posologie de médicament, mais il faut reconnaître que l'absinthe parfume l'eau tout en délicatesse. Alors pourquoi ne pas tenter de l'améliorer? Désormais, il m'arrive régulièrement de préparer une eau aromatisée à l'absinthe: une lame d'absinthe, de l'eau gazeuse bien glacée et une rondelle de citron pour une pointe d'acidité. C'est sans doute un sacrilège pour les amateurs d'absinthe, mais je vous promets que c'est très rafraîchissant!

Het Hem

CREATIVE DIRECTION, ART DIRECTION,
ZINE DESIGN.



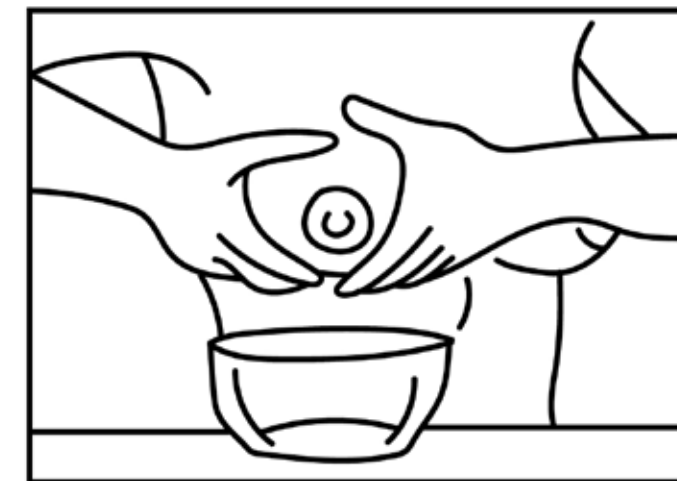
 **TENTOONSTELLING**
05 JUNI T/M 31 OKTOBER
2021

Persbericht
Zaandam, 5 juni 2021

**HET HEM OPENT ZIJN
DEUREN MET NIEUWE
TENTOONSTELLING
CHAPTER 4OUR:
ABUNDANCE**

Na een bewogen jaar waarin COVID-19 een grote impact had op het jonge cultuur podium en geplande programma's uitgesteld moesten worden, opent Het HEM op 5 juni haar deuren weer met de nieuwe tentoonstelling *Chapter 4OUR: Abundance*, gecreëerd door schrijver, maker en activist Simon(e) Van Saarloos.

Chapter 4OUR: Abundance
Abundance verwerpt de huidige realiteit. *Abundance* gaat in tegen het idee van statische identiteit. Het idee dat je kenbaar kunt zijn en je zichtbaar moet tonen, dat je uit de kast moet komen en begrijpelijk moet klinken. Overvloeddenken gaat ervan uit dat alles er al is; geen enkele bestaande vorm zichzelf dient te verdedigen of bewijzen. Overvloeddenken is een houding die de huidige identiteitskaders erkent, maar tegelijkertijd aanmoedigt om daaraan voorbij te gaan. Het ziet weelde in wat en wie er allang is.



Fill in the blanks



Chapter 4OUR: Abundance. 5 June - 31
October 2021. Abundance opposes the idea of
identity stasis.

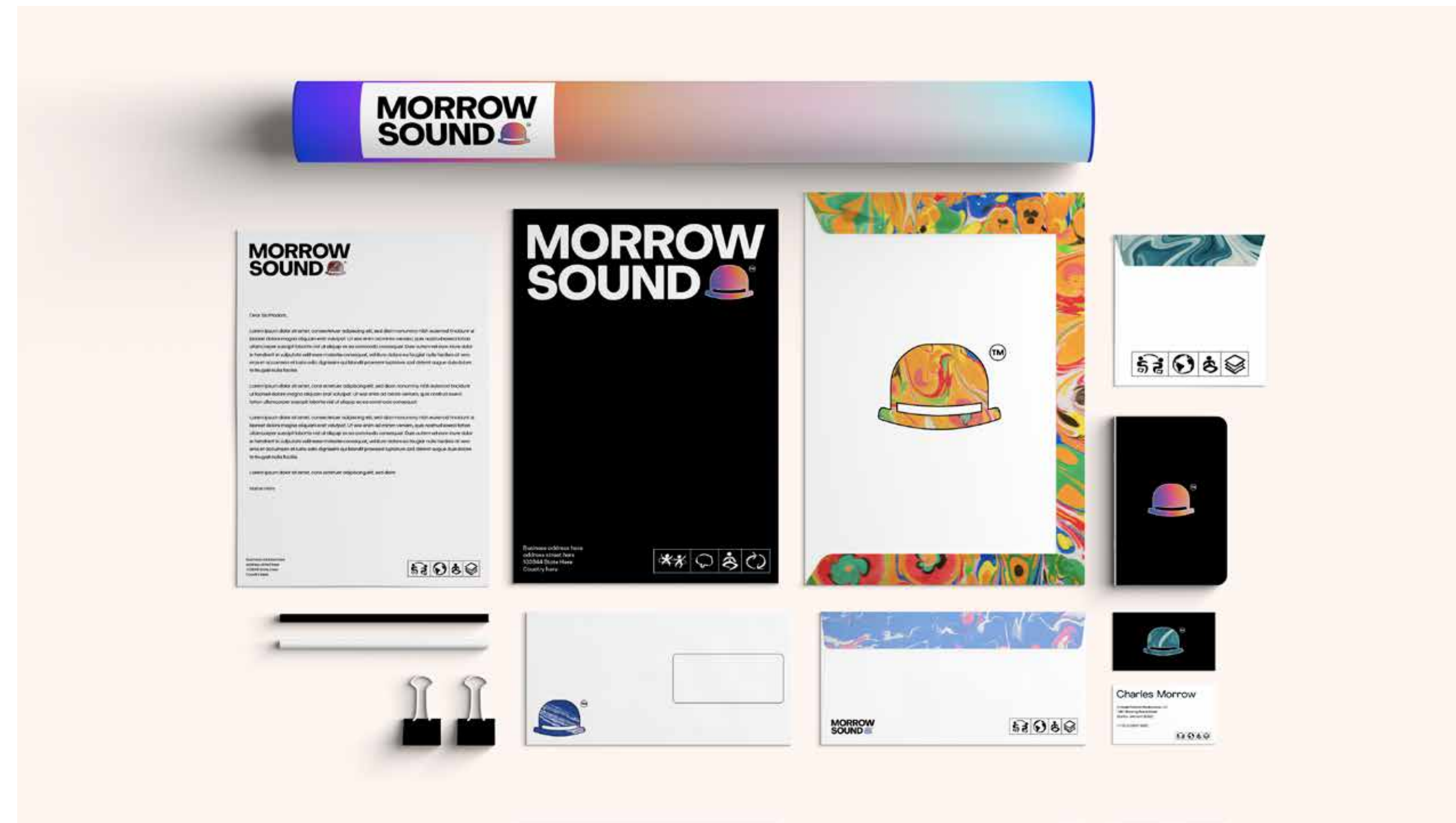
Work in collaboration with Simon(e) Van Saarloos,
Vincent van Velsen and the design team at
Het Hem. Custom Illustrations featured in the
exhibition booklet/zine.

Morrowsound

CREATIVE DIRECTION, ART DIRECTION,
BRAND IDENTITY

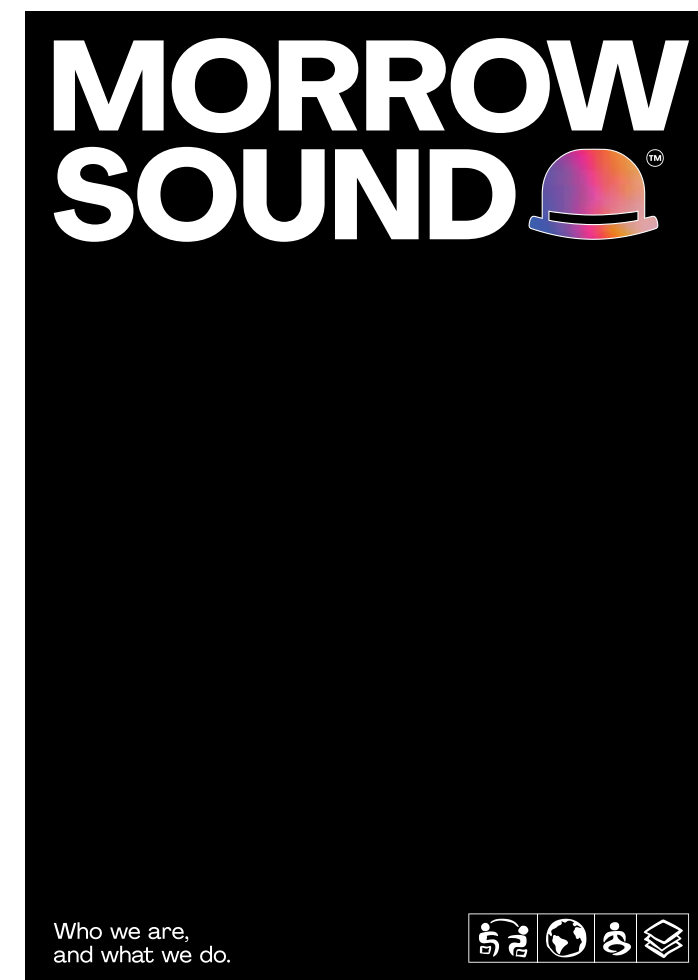
Morrowsound is a sound design firm based in New York and Helsinki. Their work combines award-winning content, patented technology, and an innovative, design-forward approach to making the world of sound come to life.

When I was approached for a re-brand, I began days of research into sound-design. The ear doesn't simply hear sounds from left to right, or front to back. Your ear works in concert with your whole body - from the bottoms of your feet to the top of your head - and your brain synthesizes sound from all directions. All of the sounds you hear (and feel) combine to form a picture in the mind of where you are... in other words, listening contributes to our understanding of place. The brand identity aims to represent sound visually using Charles Morrow's well-known bowler hat.



Morrowsound Brand Guidelines

05. Visual Language



Morrowsound®
is sound design
for people who
design spaces.

The ear doesn't simply hear sounds from left to right, or front to back.

Your ear works in concert with your whole body - from the bottoms of your feet to the top of your head - and your brain synthesizes sound from all directions. All of the sounds you hear (and feel) combine to form a picture in the mind of where you are... in other words, listening contributes to our understanding of place.

Morrowsound® is sound design for people who design spaces. Effective spaces need affective design - and affective sound design takes how we listen into account. Morrowsound designs are coherent, compelling, and omnidirectional - heard in multiple planes, from multiple points, both above and below listening height. By designing the way a space will sound, we can affect the way a space might feel... helpful, or interesting, or safe, mysterious, or emotionally dynamic.

MORROW
SOUND



With Morrowsound® the first question is: What do you want this space to do?"

Maybe we're directing the listener's attention to something helpful, like an exit or a water fountain. Or maybe we want to show them something exciting, like a hanging sculpture or the entrance to a ride. Maybe instead, we're setting the tone before a meeting, or making a hallway feel taller... Different spaces have different needs.

MORROW
SOUND



d3

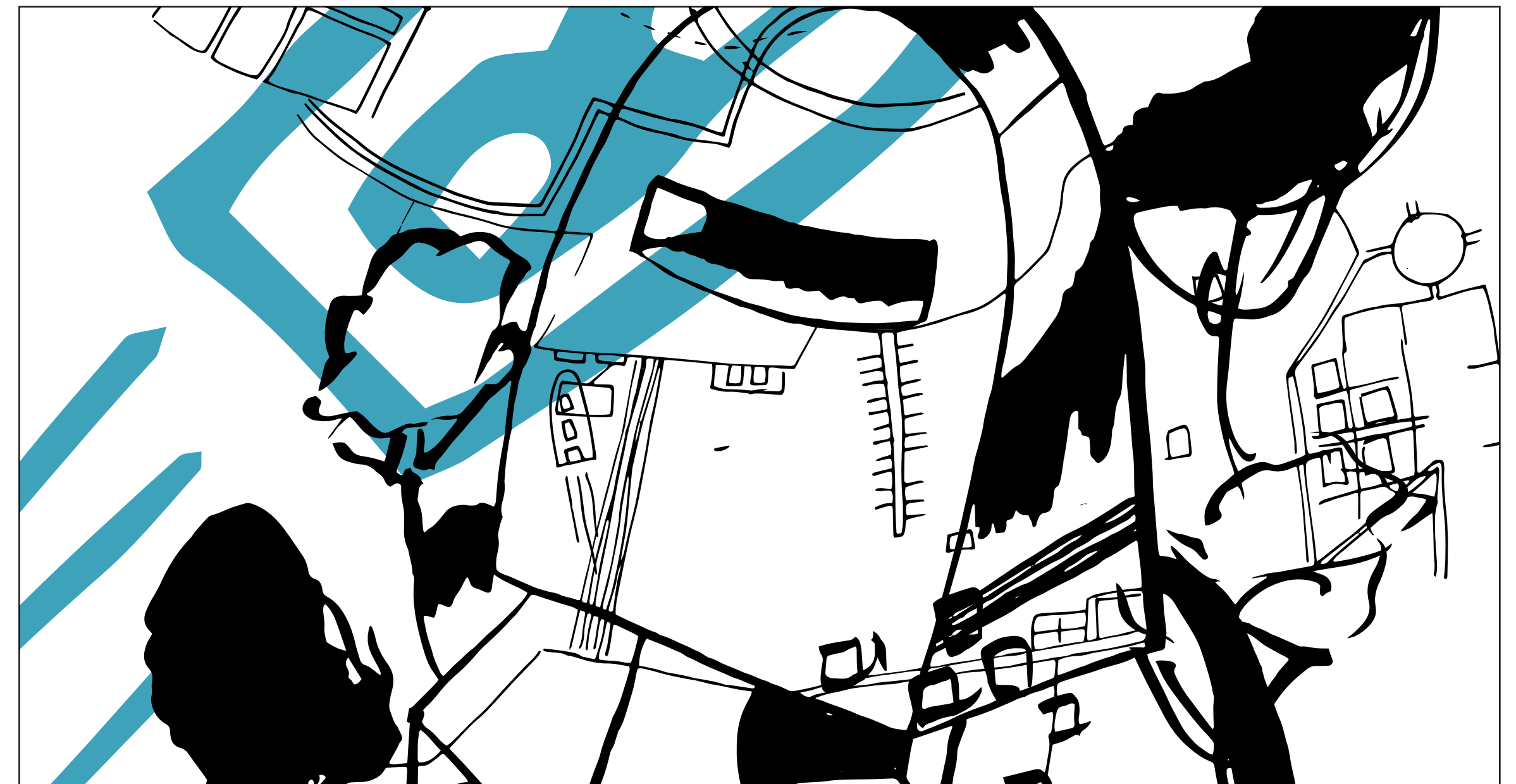
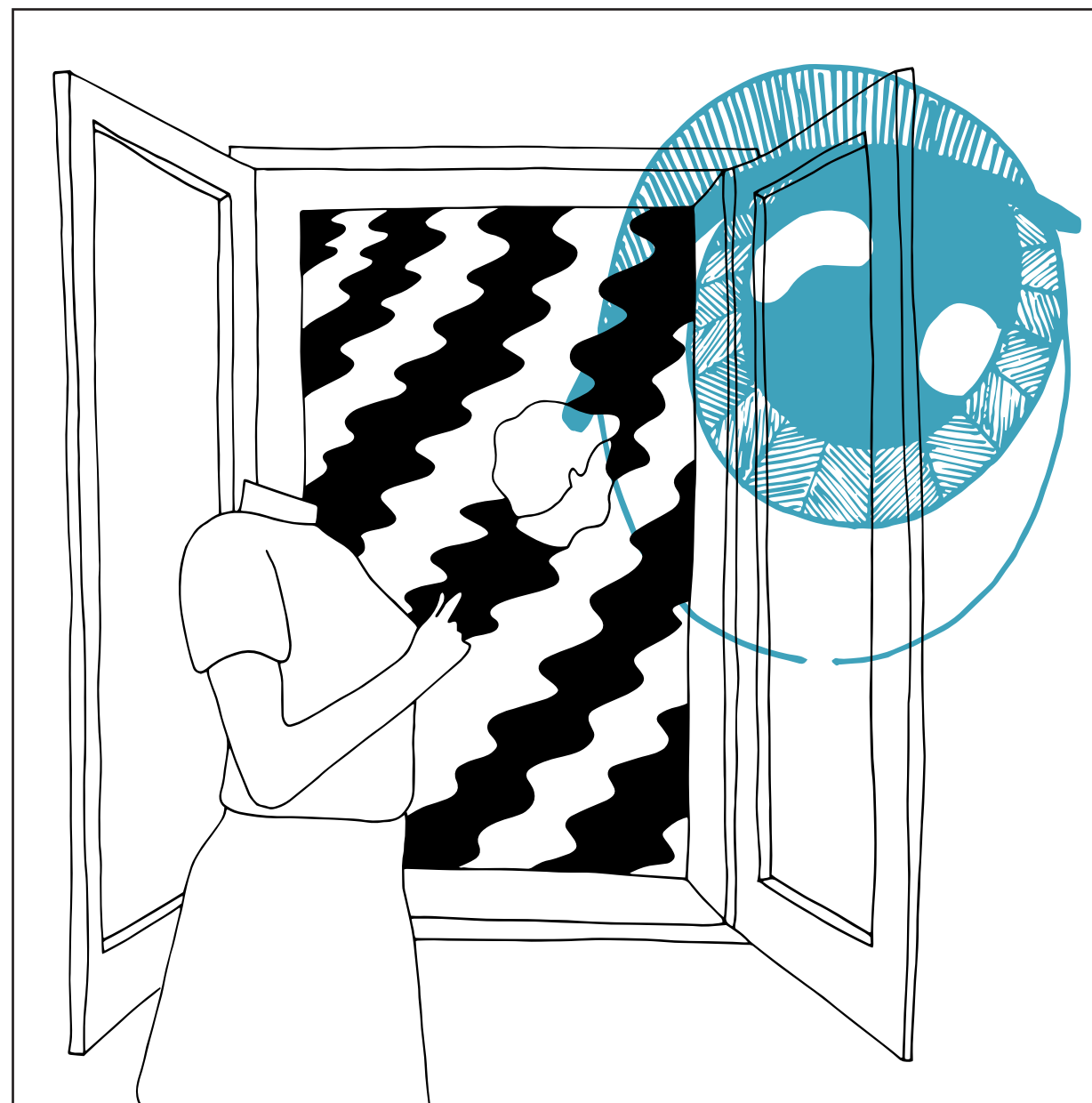
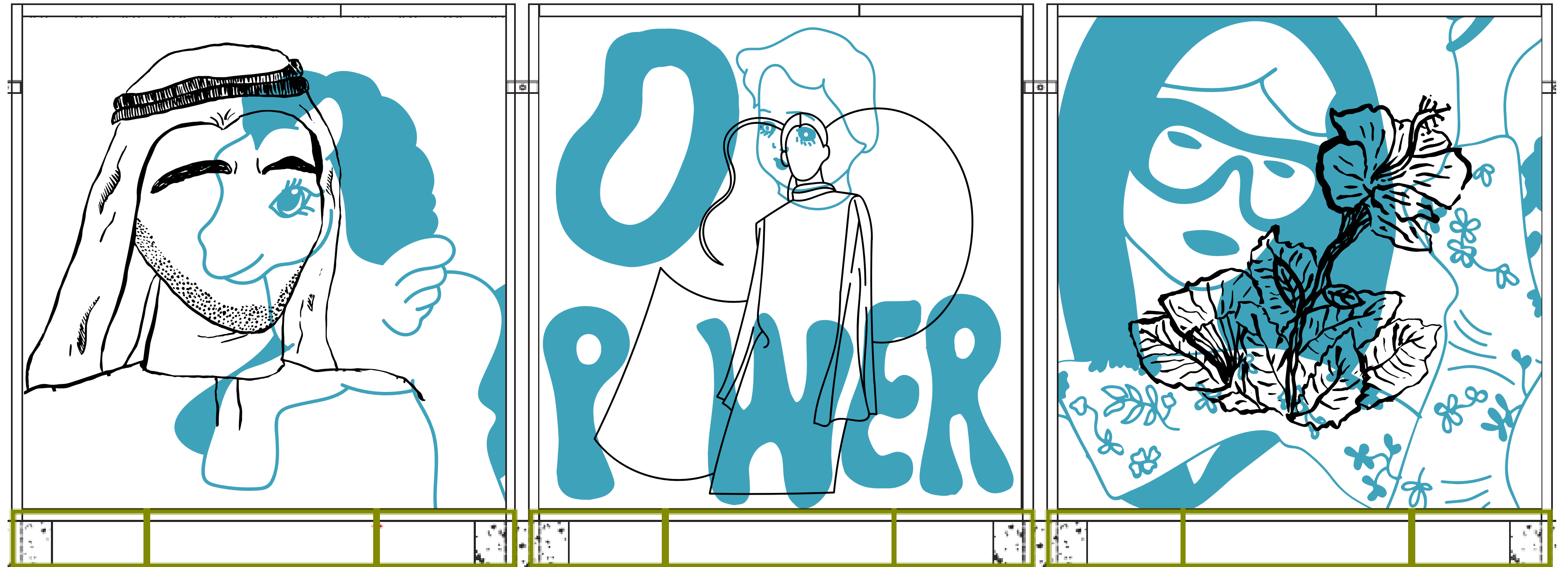
CREATIVE DIRECTION
& ILLUSTRATION

“Dubai is a city under construction; a structure shifting, a skeleton expanding, an appearance transforming and an identity ripening to the constant influx of new.

Much like d3 and its ever-evolving population of creatives, I find myself at a point of time where I am shape-shifting. My body of work over the past four and a half years in Dubai will somehow never be set in stone and grows hour by hour.

Each artwork has a story to tell.”

Dubai Design District launched a competition to incite local artists to create panel illustrations for the fencing around the d3 area. These illustrations were chosen as a winner in the competition in February 2019.



Personal Work

CREATIVE DIRECTION, BRAND IDENTITY
ILLUSTRATION, WRITING.



A pro-active poster for WIG, an HBO Documentary directed by Chris Moukarbel.



Poster design for Mapping Manhattan, published across the LinkNYC screens in 2019 throughout NYC.

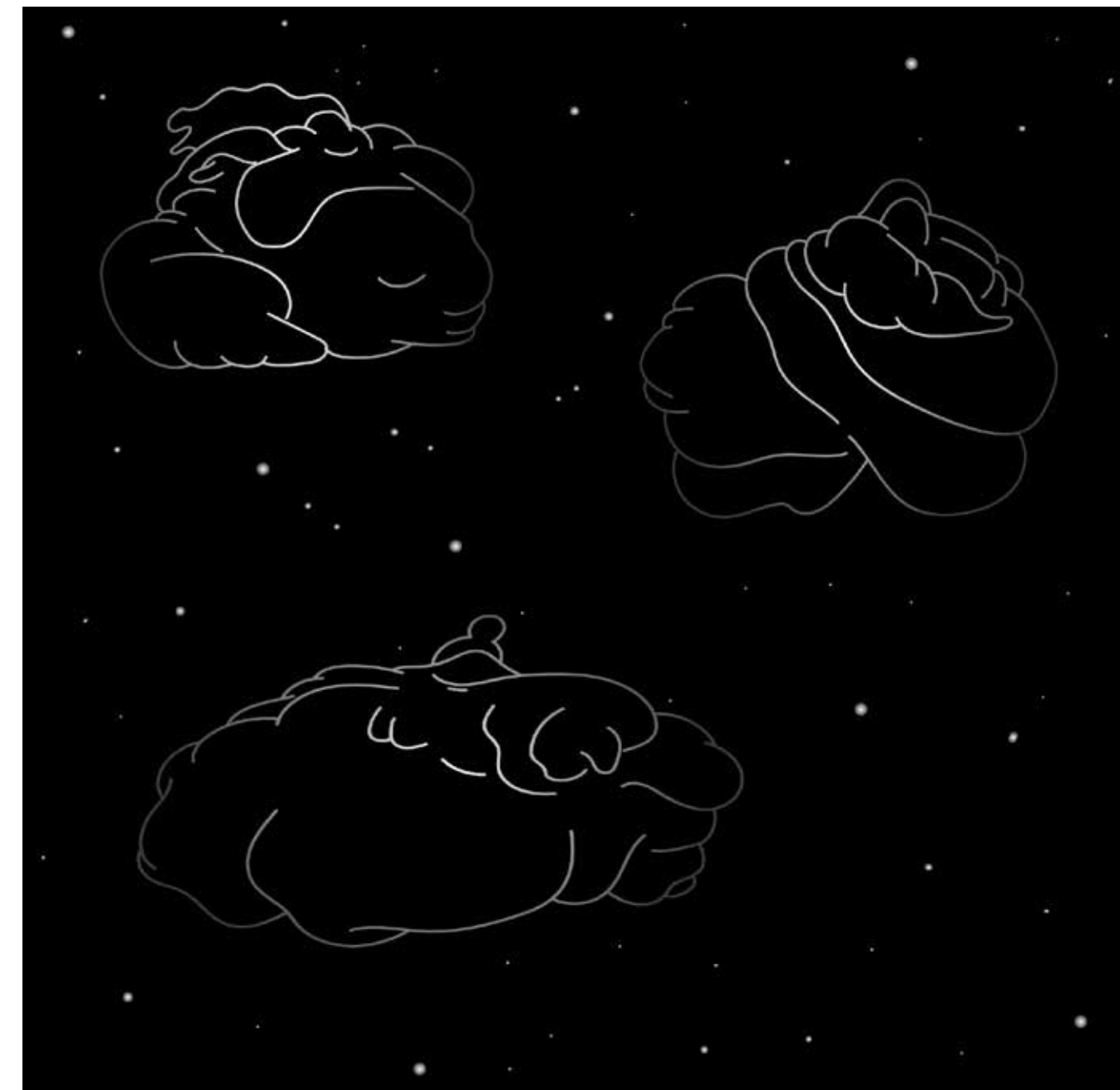


Absolut Vodka poster design.



A pro-active record cover for Sateen's 2019 single "Gotta gimme your love"





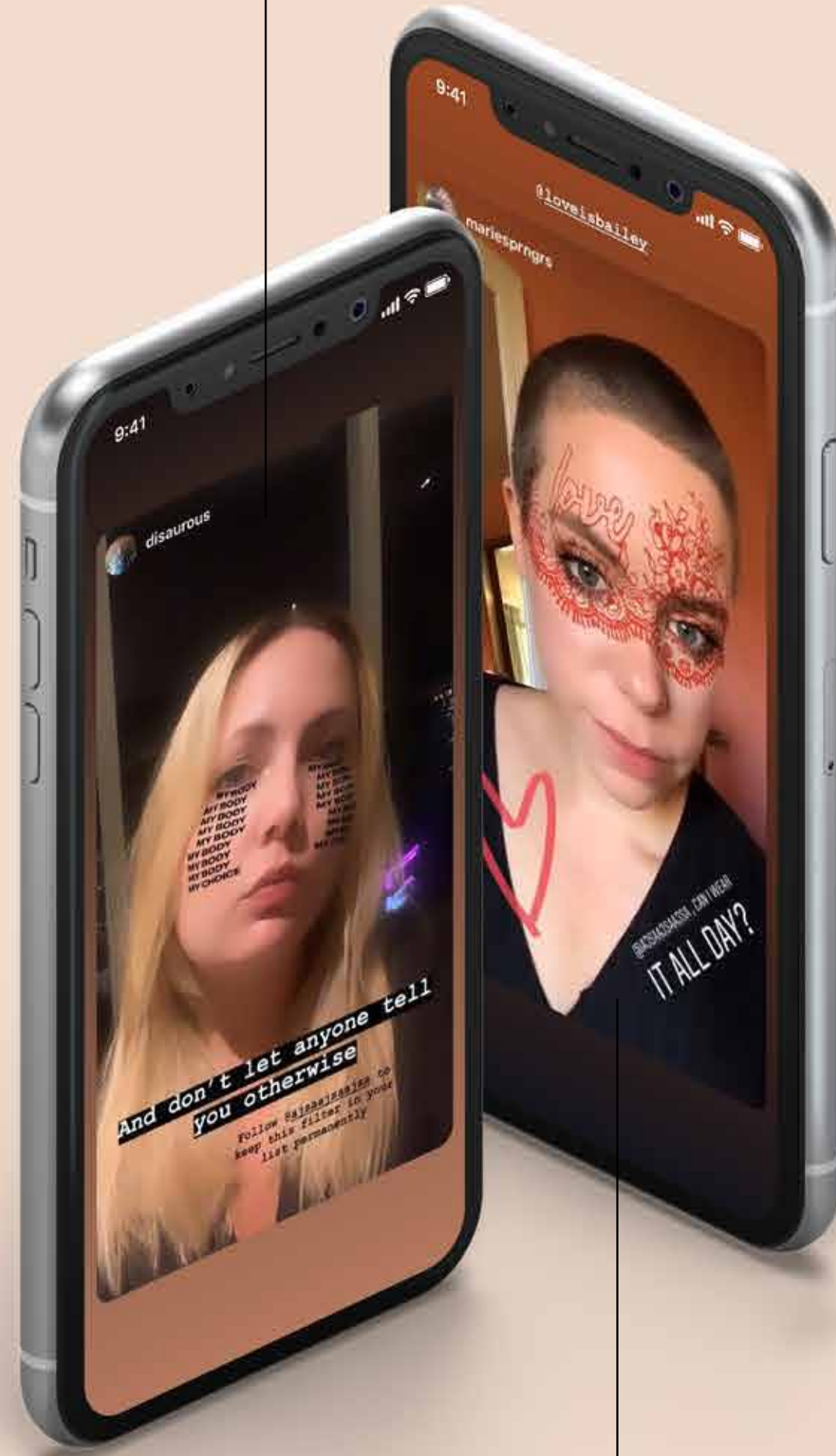
Instagram Face Filters

AUGMENTED REALITY



CUMULUS
Impressions on Instagram:
711,593

SEE ME
Impressions on Instagram:
379,531



MY BODY MY CHOICE
Impressions on Instagram:
1,591,539

LOVE BAILEY (for @loveisbailey)
Impressions on Instagram:
421,832



BLOOMS
Impressions on Instagram:
440,935