

MATIC BERCE

Brand Identity | UI / UX | Visual Communication

040 699 560 • matic.berce@gmail.com • www.maticberce.com



PROFILE

Graphic and visual designer with more than 10 years of experience in brand development, UI/web design, and visual communication. I transform complex ideas and products into clear, functional, and consistent visual systems across digital, print, and video channels.

CORE SKILLS

- Brand Identity
- Visual Communication
- UI / Web Design
- Digital Campaigns
- Print & Production
- Video & Motion

TOOLS

Adobe Illustrator · Photoshop · In-Design · Lightroom · Premiere Pro · After Effects · WordPress · Canva · AI · Figma

LANGUAGES

Slovenian · English

EDUCATION

2010 – 2013 · IAM / Ljubljana

Institute and Academy for Multimedia – College of Multimedia
Media production, project management, organisation, and planning.

2004 – 2008 · SMGŠ / Ljubljana

Secondary School of Media and Graphic Technology, Graphic design and graphic production processes.

EXPERIENCE

Graphic & Visual Designer

PeK Automotive d.o.o. / Logatec, Slovenia
2025 – Present

- Responsible for the overall visual communication of PeK Automotive and its business units, including PeK Agrobot, PeK Defence, and Binu ERP.
- Develop and maintain visual identities and create product brochures, technical and sales presentations, trade show materials, and digital content.
- Design websites and UI elements, produce photo and video content, and translate complex technical information into clear and effective visual communication for international markets.

UI & UX Designer

NextLevel d.o.o. / Šmartno pri Litiji, Slovenia
2021 – 2024

- Developed and managed visual identities for multiple brands operating across European markets and the United States.
- Designed UI and e-commerce experiences, including landing pages, product pages, navigation, shopping carts, checkout flows, and design concepts for WordPress implementation.
- Created brand identities, logos, advertising creatives, and video content, while also participating in the planning and coordination of photo and video shoots.
- Designed product packaging and packaging graphics, ensuring consistency with brand identity and market positioning.

Graphic & Brand Designer

GA+kuhinje, Aparati d.o.o. / Ljubljana, Slovenia
2014 – 2021

- Creator of the complete visual identity for the GA+kuhinje brand, responsible for establishing and maintaining its consistent visual communication.
- Designed catalogues, sales materials, digital advertising, and content for Facebook, Instagram, Google, and other marketing channels.
- Contributed to TV commercials and major advertising campaigns, including the design and production of a monthly sales catalogue with a circulation of 400,000 copies.