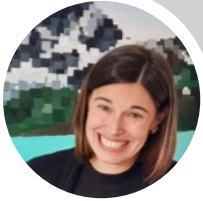


# SELMA KRONJA



## CONTACT

- me@selmakronja.com
- +39 377 0955292
- 20148, Milano

Entrepreneurial Artist highly skilled in creating unique mosaics, mixed media pieces and paintings utilizing variety of innovative methods. Experience in communications, design, and education. Creative professional. Focused on achieving results by making effective use of available tools. Skilled in building stable and long-lasting relationships with employers, colleagues, and clients. Self-motivated and organized to thrive in both team-based and independent settings.

## EXPERIENCE

2003-Current

### ARTIST

*www.selmakronja.com, Belgrade - Milano*

Artistic style, built over time and experience, becomes a playful dialogue between large and small pixels - a deliberate construction of forms through contrast and scale. Much like how the human eye or a camera lens composes a seemingly perfect image from countless tiny fragments, reconstruct visual reality through imagination, pixel by pixel. The art, applied in painting, sculpture, clothing and decorative items invites viewers to engage with this process, to step back and see clarity emerge from abstraction.

- [https://www.instagram.com/selma\\_kronja\\_art/](https://www.instagram.com/selma_kronja_art/)

2020-Current

### FOUNDER AND DESIGNER

*Selma SuperBag, Milano*

Milan-born brand, created from a personal search for the perfect everyday bag - stylish, practical, and designed to keep up with modern life.

- [https://www.instagram.com/selma\\_superbag/](https://www.instagram.com/selma_superbag/)

2007-2016

### LECTURER, ASSISTANT PROFESSOR

*University of Arts, Belgrade*

- Designing and implementing a teaching plan at the department of media, communications, and fashion design. Preparing teaching activities and evaluating student work. Organizing student exhibitions and fashion shows as a way to promote student ideas and work, as well as the faculty. Editing content for the specialized journal of the Faculty of Media and

## SKILLS

- Superb attention to detail
- Strong communication & collaboration
- Knowledge sharing and mentoring
- Classroom management
- Student assessment and evaluation
- Traditional fine art skills
- Art history, Costume history
- Graphic arts design
- Visual identity & branding
- Adobe Photoshop, Illustrator, InDesign
- Event promotion
- Exhibition and fashion show curation

## HOBBIES AND INTERESTS

- Humanitarian work
- Sports
- Travel
- Photography

Communications.

- Designing and implementing a teaching plan at the department for Fashion Design - History of fashion, drawing and painting skills. Preparing teaching activities and evaluating student work. Organizing student exhibitions as a way to promote student ideas and work.

2002-2016

## COSTUME DESIGNER

*RTS - public radio and television broadcaster of Serbia, private productions, Belgrade*

- 2002-2006 Event organization and creative solutions for film promotions at Tuck Vision Production
- 2006-2016 Costumes for TV series and movies

Selma Kronja IMDb <https://m.imdb.com/name/nm2622287/>

2002-2018

## GRAPHIC DESIGNER, CORPORATE VISUAL CONTENT

*Coface Serbia, Element 22 NYC, Pellustro.com, Avanturija.rs, ..., Belgrade - New York*

- Development of visual identities and graphic solutions, including book covers, catalogs, and promotional materials for events.
- Web design as well as creating visuals tailored for social media campaigns.

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## EDUCATION

2007-2008

### UNIVERSITY OF ARTS, BELGRADE

*Master's II level degree: Art Management*

1998-2003

### ACADEMY OF APPLIED ARTS, BELGRADE

*Master's degree: Costume Design*

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## LANGUAGE SKILLS

**Serbo-Croatian:** Native language

**Italian:**  B2

Upper intermediate

**English:**  B2

Upper intermediate