

Borislav Knežević

GRAPHIC DESIGNER

iGaming & Sports Visuals · Brand Identity · Social Media

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10+ YEARS IN GRAPHIC DESIGN	**4+** YEARS IN IGAMING	**50K** SPORTS PAGE FOLLOWERS	**5** ONLINE STORES OWNED

PROFILE

Graphic designer with 10 years of experience, including 4+ years in iGaming. Currently designs sports betting and online casino campaigns at Vivatbet (previously AdmiralBet), specialising in high-impact social media visuals, digital banners and ads, CRM and web graphics, photo manipulation and brand identity. Runs a sports news and video Instagram page with 50K followers and its own news portal, and owns 5 online stores. Also edits video and builds GitHub-based bots that automate content for a sports portal, 2 YouTube channels, store blogs and product designs. Creates AI-assisted slot game art concepts, published on Behance. Self-taught, precise and productive team player working in Adobe Photoshop, Illustrator, InDesign and Figma.

WORK EXPERIENCE

Graphic Designer | Vivatbet
2024 – Present

- Design daily sports betting and online casino campaigns for social media, website, mobile app and CRM channels.
- Create match-day posts with live odds for football, basketball, tennis, MMA and motorsport, built on Photoshop compositing and photo manipulation.
- Produce key visuals for casino game launches, freespin offers and jackpot tournaments and adapt them to Meta ads, stories, CRM, platform and affiliate banner sets.
- Deliver CRM and push banners, platform icons, animated banners and GIFs, short promo videos and print materials (billboards, posters, merchandise, event branding).

Graphic Designer | AdmiralBet
2022 – 2024

- Created graphic solutions in all digital formats for sports betting, online casino and online poker promotions.
- Designed bonus and freebet campaigns for UEFA Champions League, EuroLeague Final Four, NBA Finals and Premier League.
- Produced casino game-launch banners and online poker tournament visuals (Texas Hold'em, freerolls, rakeback).
- Prepared files for print production and conducted market research through competitor cross-analysis.

Graphic Designer (Part-time) | GOAT Marketing Agency
2021 – 2022

- Created web graphics, print designs and brand identities for agency clients across industries.

Freelance Graphic Designer | Fiverr & Direct Clients
2016 – Present

- Deliver logo design, brand identity, prepress and social media content for international clients through Fiverr.
- **Skopos d.o.o.** (building automation & energy efficiency): stationery design and prepress.
- **Iva Agrar** (natural stone production): stationery design, prepress and social media visuals.
- **Law Office Viktorija N. Knežević:** complete brand identity, from logo to print-ready materials.

OWN PROJECTS

Sports Content Creator | Instagram — 2026 – Present

- Run a sports news and video page for sports fans with 50K followers, together with its own news portal.
- Create daily sports news posts and graphics and edit short-form videos for Reels and Stories.
- Built GitHub-based bots that automate content creation and publishing for the news portal.

YouTube Creator | 2 YouTube Channels

- Run 2 YouTube channels, each powered by its own content automation bot built with GitHub.

Design Content Creator | Instagram @bdesignerd — 2019 – Present

- Personal design profile with 2K followers for sharing my work and connecting with clients.

Slot Game Artist (AI-assisted) | Behance — 2026 – Present

- Create AI-assisted slot game concepts: game logos, key art, symbols, reel screen UI and win screens.
- 5 concepts on Behance: Blade of Olympus, Book of Anubis, Jelly Bonanza, Crystal Cherries, Retro Spin.

Founder & Owner | 5 Online Stores — 2020 – Present

- Own and run 5 e-commerce stores, including their brand identity, product visuals and promotional content.
- Use custom bots to write blog content for the stores and to generate product designs.

SKILLS

Design	Brand Identity, Logo Design, Slot Game Art & UI (AI-assisted), Social Media Design, Digital Banners & Ads, Key Visuals, CRM & Email Graphics, Photo Manipulation & Compositing, Typography, Layout, Print & Prepress, Mockups, Merchandise
Software	Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma (UI/UX), WordPress, Google Web Designer, Canva
AI & Video	Video Editing, Animated Banners & GIFs, Short-form Video (Reels, Stories, YouTube), AI Image Generation, Bot Development & Content Automation (GitHub)
Industry	iGaming (Sports Betting, Online Casino, Online Poker), Sports Marketing, Sports Media, E-commerce, Promotional Campaigns, Competitor Analysis

EDUCATION

Graphic Design & Print | IT Academy, Belgrade — 2021 – 2022

Adobe Illustrator, Photoshop and InDesign; brand and corporate identity; prepress.

Online Courses | Udemy & LinkedIn Learning

Design process, research, marketing strategy, color theory, typography and layout.

LANGUAGES & ADDITIONAL

Serbian – Native | **English** – Professional proficiency (TEFL certificate)

Driving licence: Category B (active driver)

SELECTED WORK











Full portfolio PDF: sports social media & campaigns · casino & slot games · CRM & web banners · posters · logos · AdmiralBet