



Tin Salamunic *studio*

Senior Designer & Art Director | Brand, Web & Digital Experiences

Senior Designer and Art Director specializing in brand systems, responsive web design, marketing, event experiences, and illustration across B2B and B2C environments. Combines strategic visual thinking with hands-on execution across Figma, Webflow, digital campaigns, print, and scalable design systems. Selected collaborations include **Meta, Microsoft, Adobe, IBM, Adidas, Samsung, Verizon, T-Mobile, The New York Times, Amazon**, and other global brands.

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LINKEDIN
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BEHANCE
behance.net/salamunic

Professional experience & select client engagements

Salamunic Art

Independent Senior Designer & Art Director

JAN 2005 – PRESENT

- Salamunic Art is a Richmond-based design studio led by Tin and Ameenah Salamunic, a creative duo driven by strategy, storytelling, and a shared love of visual communication.
- Provides brand optimization, campaign design, landing pages, event experiences, print collateral, and custom illustration for clients across tech, fashion, sports, entertainment, travel, politics, and consumer brands.
- Collaborates directly with internal marketing and creative teams, adapting to varied brand systems, platforms, audiences, and production requirements.

Hiya Inc.

Senior Web Designer & Brand Support

AUG 2022 – JUL 2026

- Designed and developed web, marketing, and campaign experiences for Hiya’s teams across global markets, including product pages, ebooks, reports, and multilingual localization initiatives
- Built scalable design systems in Webflow, HubSpot, Zendesk, Smartling, and Weglot, helping teams maintain consistent, responsive experiences as the brand and website evolved.
- Partnered with cross-functional stakeholders to translate brand strategy into digital experiences and marketing assets for diverse audiences and markets.

WPP Plc.

Splash & Cvent Event Designer

NOV 2024 – JAN 2026

- Designed custom event pages and advised WPP’s marketing team on Splash and Cvent capabilities, combining visual design with platform consultation and implementation.
- Streamlined user flows and brand application across global events to create cohesive, engaging, and functional digital experiences.

Fanatics

FanApp Senior Marketing Designer

MAY 2024 – MAY 2025

- Created ongoing marketing assets for the FanApp platform across seasonal campaigns, product launches, and in-app promotions. Several campaign assets were featured during major televised NFL games.
- Maintained a cohesive visual presence across campaign touchpoints while reflecting the energy and pace of the sports audience.



Select client engagements *continued*

Lev Inc.



Graphic Designer, Brand & Web Support

FEB 2023 – SEP 2024

- > Served as a creative partner to Lev's internal team across marketing design, web design, print collateral, event experiences, and art direction.
- > Translated complex services into clear, compelling design solutions while maintaining visual consistency across brand touchpoints.

Cohesity, Inc.



Event Designer & Splash Consultant

JUL 2022 – FEB 2024

- > Designed and developed customer-facing and internal event pages in Splash for Field and Partner Marketing teams and Cohesity leadership.
- > Provided recurring cross-departmental support, improving Splash workflows while maintaining brand consistency across event experiences.

Spring Health



Graphic Designer & Event Designer

JAN 2022 – FEB 2024

- > Delivered digital and in-person marketing design, including Splash event pages, large-format conference graphics, presentations, white papers, branded collateral, and social content.
- > Provided weekly platform and design support across multiple departments and helped streamline workflows across enterprise event programs.

Splash



SDN Designer & Design Consultant

MAR 2016 – JUN 2022

- > Created custom event sites for enterprise clients, translating brand guidelines and event goals into visually engaging, high-performing web experiences while providing UI/UX feedback to the engineering team.
- > Contributed to Splash's preliminary theme library and scalable design systems, supporting a wide range of client and platform use cases.

Additional qualifications

EDUCATION & LEADERSHIP

VCU Adjunct Professor, 2006–2010
Communication Arts

BFA, Communication Arts
Virginia Commonwealth University

TOOLS & PLATFORMS

Figma, Webflow, Adobe Creative Suite,
Splash, Cvent, HubSpot, PowerPoint,
JIRA, Notion, Asana, Slack, Smartling,
Weglot, Zendesk, Claude, Codex, Apple
Creator Studio, Procreate

LANGUAGES

English + Bosnian
Native / Bilingual

German
Professional Working

Core capabilities

ART DIRECTION | BRAND OPTIMIZATION | WEB + LANDING PAGES | B2B + B2C CAMPAIGNS | EVENT DESIGN |
PRESENTATIONS + REPORTS | PRINT + ENVIRONMENTAL | COMMERCIAL ILLUSTRATION