

PESCI ALEX

Aleksandar Pešić is a Serbian designer and multimedia artist. He graduated contemporary art in Belgrade.





ch. OI

Everything that has to do with design.

GRAPHIC DESIGN

1

Logo systems, visual identity and guidelines built for studios and independent artists — from mark to full collateral.

UX / UI DESIGN

2

Interface design for apps and digital products, from early wireframes through polished, ready-to-ship screens.

CONCEPT DESIGN & RENDERING

3

Book covers, posters and printed matter where typography and illustration carry equal weight.

MOTION DESIGN

4

Motion, object and packaging design — structure, material and surface treated as part of the same idea.



Selection of generative works covering
Slavic folklore for Tzarevich Apparel



NEUTRON
PARTY
-
LIFE

10.6.

JUNE-10-25
#NEUTRON
DJ ARENA
DRUGSTORE

2025

10th JUNE 2025 - MARK THE DATE
NEUTRON PARTY TM - DRUGSTORE CLUB
BELGRADE DJ ARENA EVENT

DJ R3MMISKY
ELECTROKONNY

SOUND DESIGN AND
RECORDING STUDIO

STOODIO

 SERBIA /
NEW BELGRADE

n'xit

24

@VRELINA
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olympus digital



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CONCEPT

A visual exploration of time, rhythm and human perception through image, typography and space.

DIRECTION

Organic imagery, minimal compositions, restrained typography, and creating balance between structure and emotion.

LANGUAGE

Soft tones and fragmented forms transform familiar imagery into an atmosphere that feels both intimate and contemporary.

INNOVATION

Exploring new visual approaches and unexpected combinations of image, typography and form to create work that feels relevant, distinctive.

SOFT
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A. Pesci
Art - Branding - Posters

1
RESEARCH

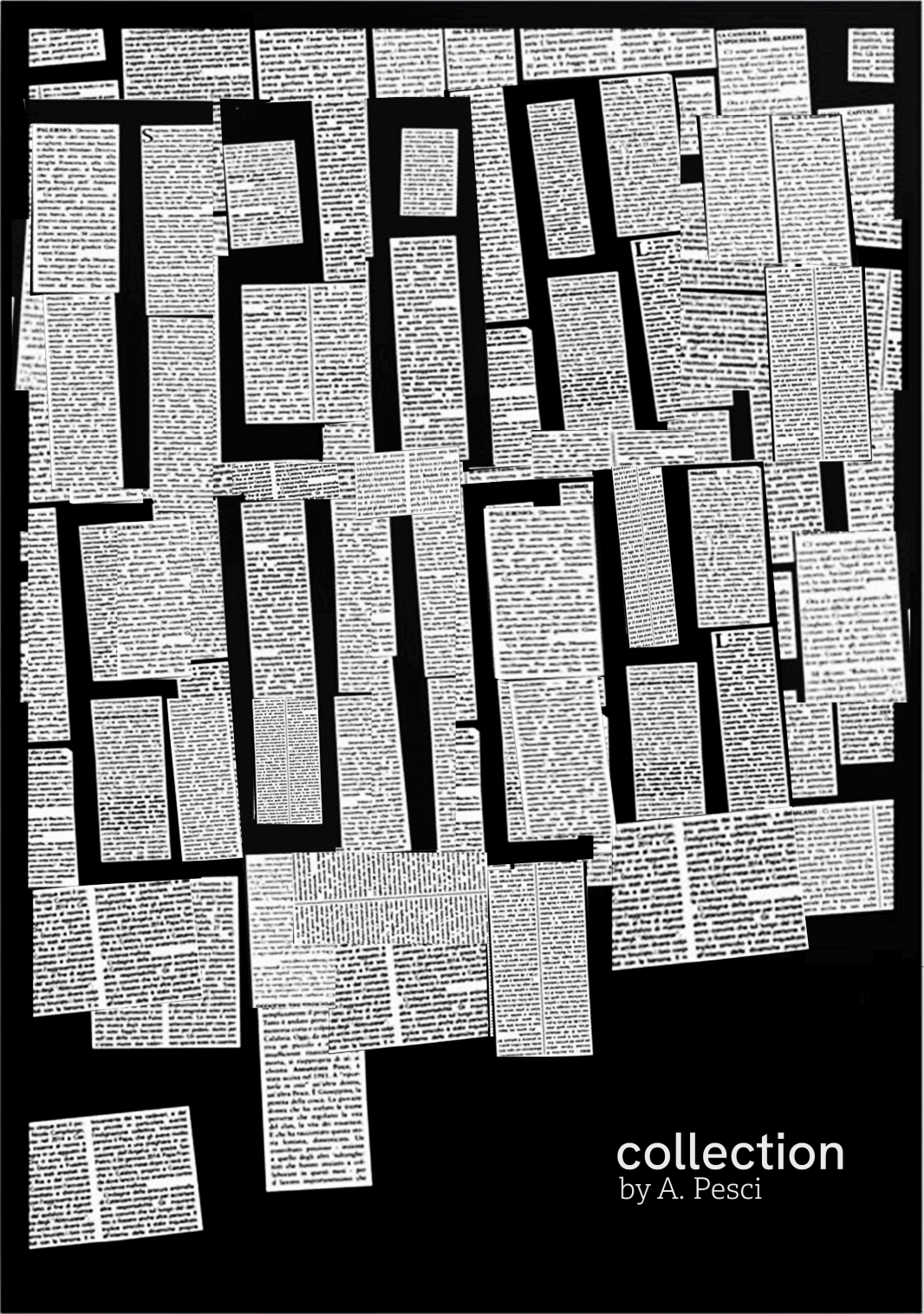
Understanding the audience, context and visual language before developing the campaign.

2
EXECUTION

Posters, digital materials and promotional assets designed as one coherent visual identity.

PROMOTION

Ads for Tzarevich





**PALACE SPACE
ATELIER KITCH**
ورشة عمل - مدير

**2025. 06. 13. 11AM
2025. 06. 20. 7PM**

يستمر موسم افتتاح الحراس
الافتتاح الكبير للعلامة التجارية
ثلاثة خطوط منفصلة من الملابس
new drop consisting of five items
cultural diversity makes us stronger
warden kolo drop

palace space-

the second ethnic-inspired clothes drop
powered by Warden's own *Kolo* line

2025 y 6 m 13 d - 13 h 33 m
AVAILABLE FOR PURCHASE ON [WARDEN.COM](#)

PALACE SPACE
all rights reserved, copyright by NXXT design
nation's only folklore design brand powerhouse


WARDEN

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EVE

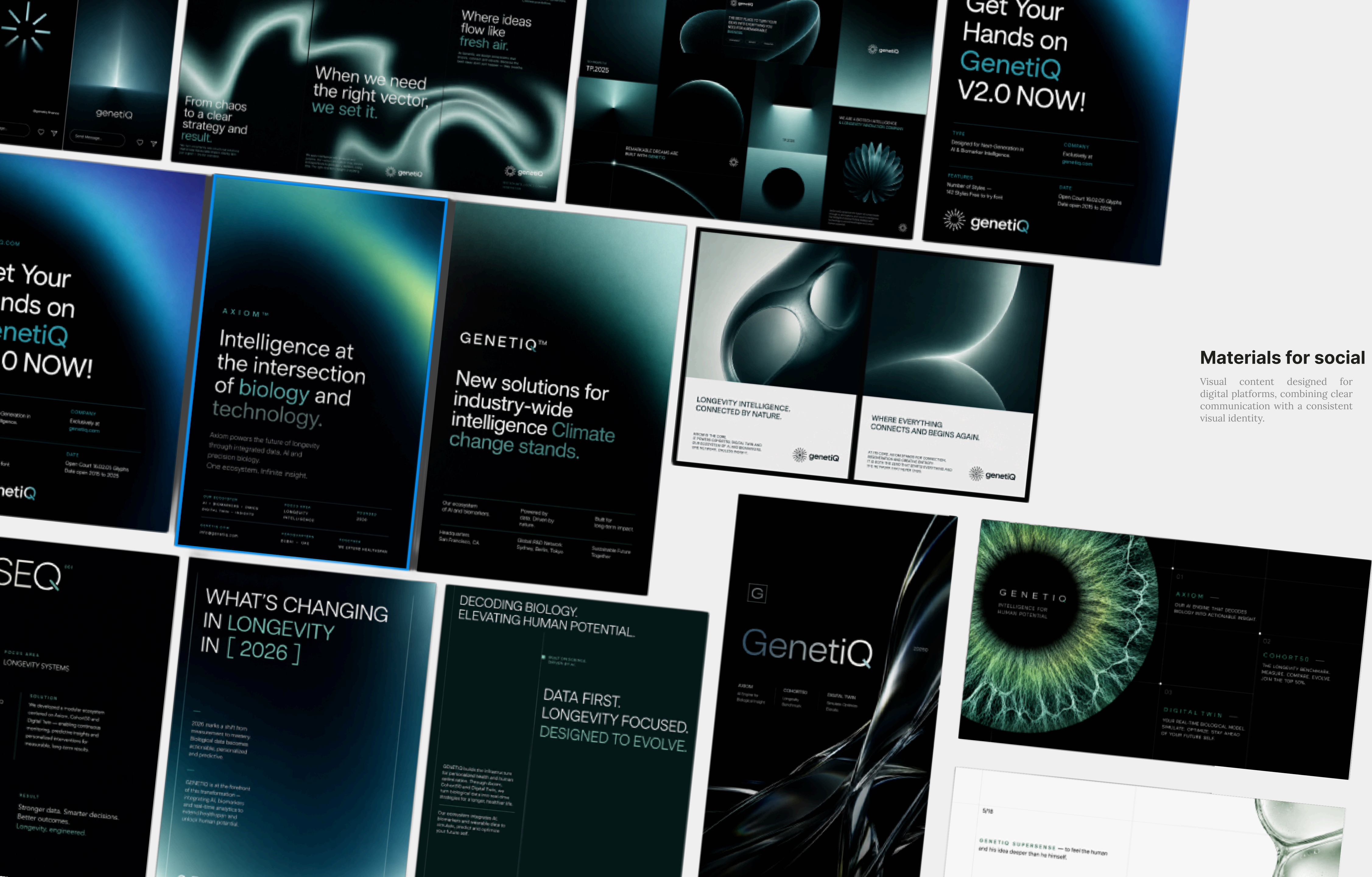
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Materials for social

Visual content designed for digital platforms, combining clear communication with a consistent visual identity.

ch. 02

Everything that has to do with 3D art.

3D MODELING 1
Detailed 3D assets, objects and product models developed for visual communication, presentation and digital experiences.

SCULPTING 2
Organic forms, characters and custom objects shaped with attention to proportion, surface and visual detail.

2.5D ANIMATION 3
Layered compositions brought to life through depth, movement and subtle animation for digital content and campaigns.

ENVIRONMENTS AND VFX 4
Atmospheric environments, simulations and visual effects combining lighting, materials and motion into cohesive scenes.



ALEX
PESCI



Stylized characters developed through sculpting, modeling, materials and expressive visual direction.

SOUTH T H



**SOUTH
END**

+

**OLYMPUS
DIGITAL**

From concept to final render, each character is built with a focus on personality, silhouette and visual storytelling.

A playful 3D world built around exaggerated characters, surreal environments and cinematic storytelling.





project **ICARUS SURVIVED**

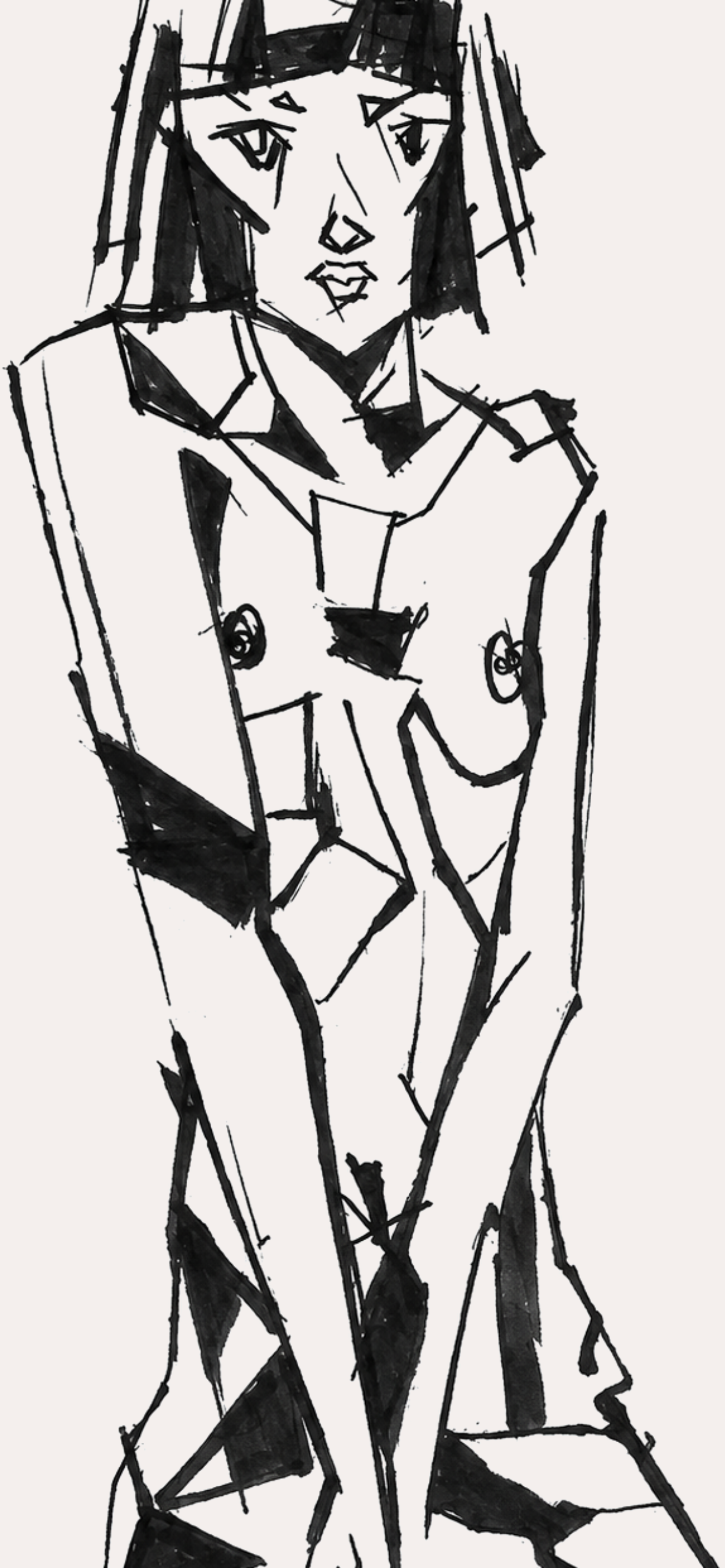
from clay to 3D animation (exhibited at FSU & Lafayette Cultural Heritage in
Belgrade 2024, GIDE Common Grounds Valencia 2025, and OBRT SIGA 2025)



ch. 03

everything to do with sketching

DRAWING / PAINTING	1
Hand-drawn studies, digital paintings and mixed-media artwork developed through experimentation with form, texture and color.	
DIGITAL ILLUSTRATION	2
Illustrations created for visual identities, editorial projects and digital media, combining expressive imagery with clear visual communication.	
CONCEPT ART	3
Visual concepts and exploratory artwork developed to communicate ideas, characters, environments and narrative direction.	
ANIMATION	4
Illustration brought into motion through simple animation, transitions and visual sequences designed to add depth and movement.	



VISUAL RESEARCH

A study of character, gesture and form through expressive linework. The work focuses on capturing personality with minimal visual elements.

FINE ARTS

DISPLAYED & HANDPICKED

EXHIBITION *WORKS*

MULTIDISCIPLINARY

Exploring silhouette, clothing and posture through an intentionally loose and graphic approach.





ch. 04

Everything that has to do with new media.

CONTEMPORARY ART

1

Building on academic art training through contemporary approaches to image-making, composition and visual storytelling.

MIXED & NEW MEDIA

2

Combining traditional artistic methods with digital tools, experimental processes and emerging forms of media.

MULTIMEDIA PROJECTS

3

Developing visual work across image, motion, 3D and interactive media, connecting artistic practice with contemporary design.



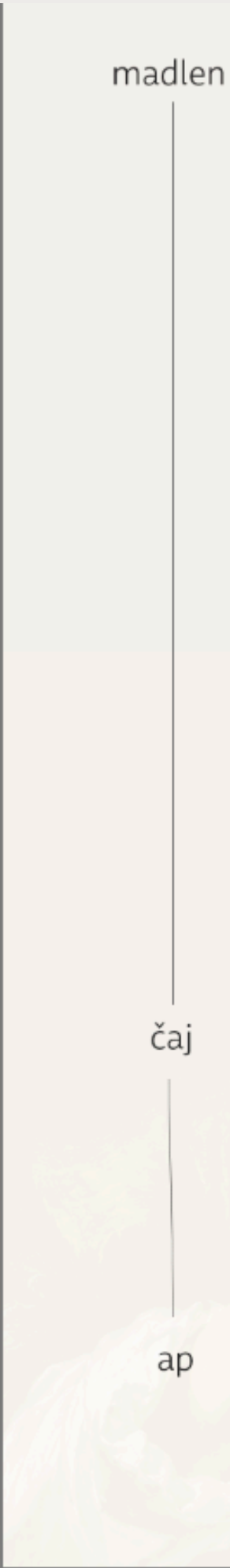
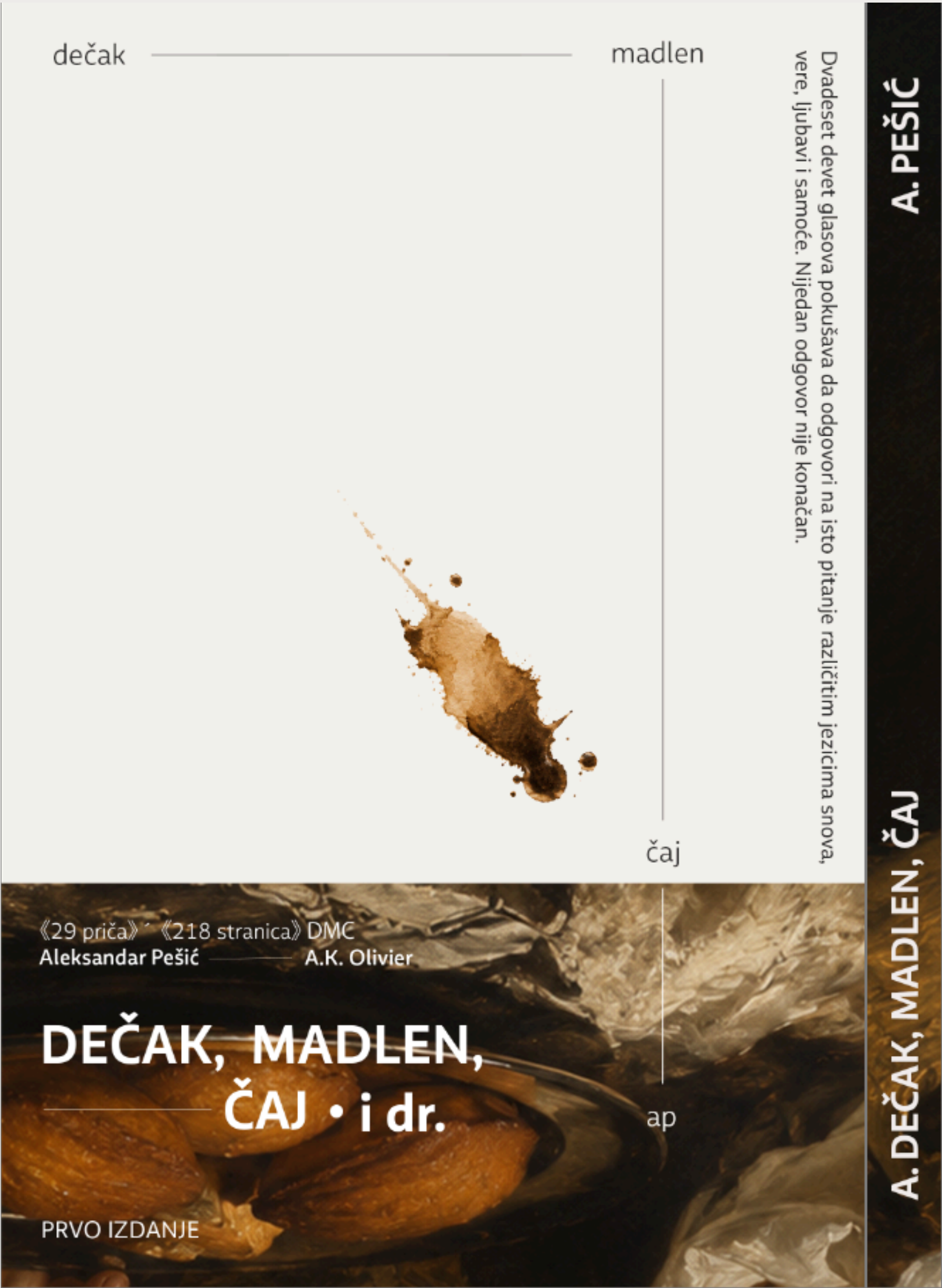


PESCI DESIGN

Concept-driven graphics developed for cultural projects, events and digital campaigns, combining strong imagery with clear visual communication.

Image-making through collage, 3D, language experimentation, creative writing and digital manipulation, with an emphasis on atmosphere, contrast and unexpected compositions.





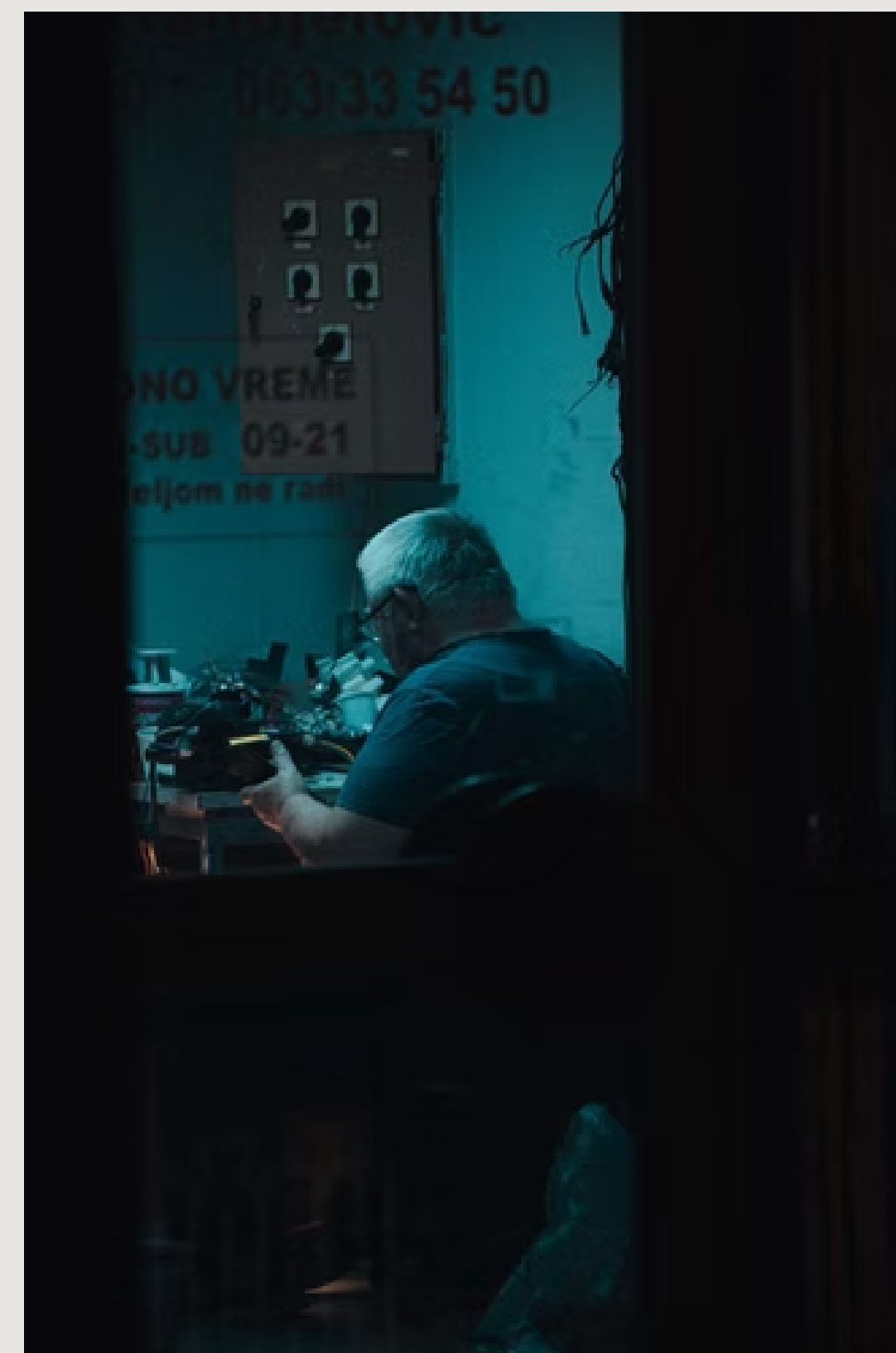
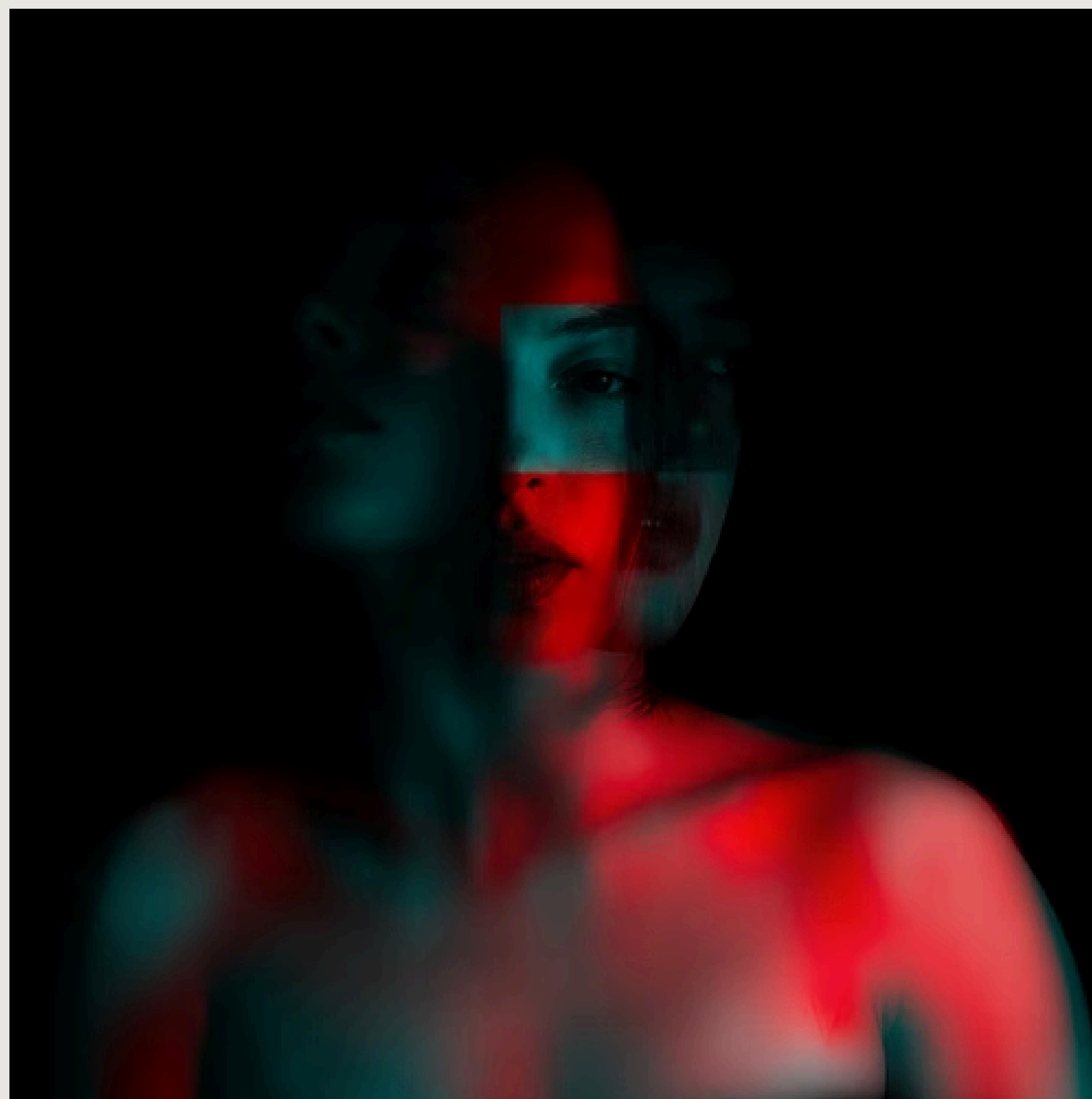
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ch. 05

Visual storytelling through photography,
moving image and experimental images.

PHOTOGRAPHY	1
A practice focused on composition, atmosphere and visual narrative, developed through both academic and professional work.	
VIDEOGRAPHY	2
Creating moving-image content for digital platforms, campaigns and creative projects, from concept and shooting to final presentation.	
FILM & SHOOTING	3
Working with image, light, movement and direction to build visual stories across commercial, artistic and documentary contexts.	





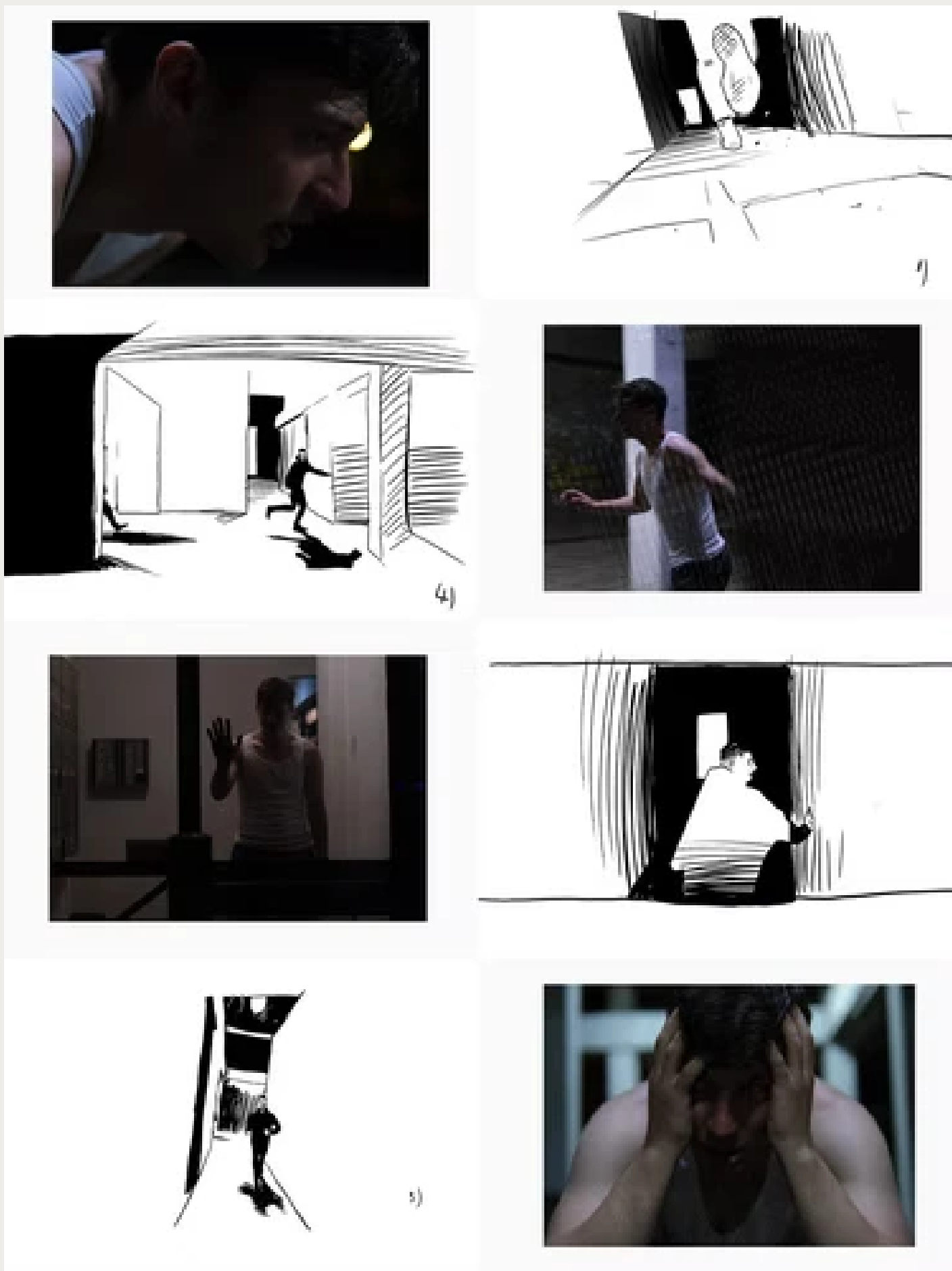
ESCAPE

A visual study of movement, atmosphere and narrative through film, photography and sequential image-making.

From initial sketches to filmed sequences, developing scenes through composition, gesture, pacing and visual direction.

Exploring how framing, rhythm and movement can transform individual images into a continuous visual story.

STORYBOARD + VISUAL DEVELOPMENT



PESCI

A wider selection of my **generative and experimental**
art is available on my website.





Pesci

More information about me available upon request or on my socials. For all official links you can visit: linktr.ee/portfoliopesci

Case studies
Educational background

Behance
LinkedIn

DESIGN

3D MOD

MULTIMEDIA

PHOTO/VID

