

Kristijan Horvat

Creative Multimedia Designer and former semi-pro footballer with a passion for sports storytelling. I combine a "player's mindset" with technical expertise in video editing, drone videography, and social media branding. Eager to bring an offensive mindset to the Hummel team, creating dynamic content for Instagram, TikTok, and YouTube.



Social Media Content Creator Video & Drone Specialist Football Enthusiast

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.EDUCATION HISTORY

AP Degree in Multimedia Design – Business Academy Southwest, Denmark

- **2023 – 2025**
- 1st Semester: Web development with HTML, CSS, JavaScript. Learned UX/UI design fundamentals and got hands-on experience with Adobe Photoshop, Illustrator, Premiere Pro.
- 2nd Semester: Focused on WordPress and PHP, creating and customizing themes.
- 3rd Semester: Learned to define target audiences, develop cross-channel campaigns, and analyze user behavior. Gained experience in storytelling, SEO, and planning content calendars for optimal engagement.
- 4th Semester: 3-month internship, applying skills in a real company setting

Computer Technician

School of Electrical engineering Zagreb

- **2019 – 2023**
- Computer Technician | Cisco Academy for Computer Networks
- Strong foundation in Microsoft Office Suite (Word, Excel, PowerPoint, Access)
- Gained knowledge of computer hardware and system building
- Cisco Networking Academy certificate program. Learned how computer networks function, simulated networks with Cisco Packet Tracer, and practiced real-world network setups

.SKILLS

Content Creation

- Video Editing (Premiere Pro)
- Motion Graphics
- Drone Videography

Social Media

- TikTok trends
- Instagram Reels
- YouTube
- Visual Identity

Design Tools

- Adobe Creative Suite
- Canva

Sports Knowledge

- Deep understanding of football culture, fan engagement, and team dynamics.

.INTERNSHIP

Crypto Web Dashboard – Final Flash GmbH (Remote) | Jan 2025 – Apr 2025

- Subscription-based dashboard for cryptocurrency enthusiasts
- PHP for database handling, CoinGecko API for live crypto data, and AI tools for code optimization
- Gained hands-on experience in full-stack development and project collaboration

.PROJECTS

• Trapolt Museum Website

Mobile-Responsive Design: Designed a fully responsive interface, ensuring content looked perfect on mobile devices

Visual Hierarchy: Structured visual content to guide the user's eye effectively, a skill applicable to designing social media carousels and stories

• Fantasy Festival Website & Video

Video Production: Filmed and edited a promotional video capturing the event's energy and atmosphere

Visual Communication: Combined video and graphic elements to tell a cohesive story about the festival, driving interest and engagement

Content Strategy: Structured the digital content to highlight key event information visually rather than just through text

• The Greek Website (Esbjerg Street Food)

Brand Aesthetics: Curated the photography and visual style of the digital presentation to match the authentic Greek theme

Client Collaboration: Worked directly with the client to translate their business goals into a visual digital strategy

• Restaurant Dino Website

Multimedia Storytelling: Produced and edited a high-quality drone promotional video to showcase the restaurant's location and atmosphere

Visual Identity & Social Assets: Designed the complete visual identity, including logo and color palette, ensuring a consistent look across digital platforms and social media

.WORKING EXPERIENCE

MCES Aps. - Student Assistant

Jul 2024 - Aug 2025

- Produced visuals and graphics for social media posts, improving engagement
- Edited short-form video content for internal and external communication
- Designed layouts for flyers and presentations to support brand identity
- Collaborated on SEO strategies to ensure content reached the right audience
- Developed slide templates for internal and external use

Restaurant Dino - Pizza Maker

Jul 2024 – Jul 2025

- Learned to manage tasks under pressure and collaborate in a team environment

Guldægget - Baker Assistant

Feb 2024 – Apr 2025

- Built reliability, punctuality, and consistent work ethic

.PERSONAL INTERESTS

& HOBBIES

- Watching and playing football - played in 3rd Croatian National League
- Drone videography & photography
- Travelling