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CREATIVE DIRECTOR | GOODBRA(i)ND CO-FOUNDER

| Helping create brain-friendly communications for a Better World |

• BRAIN

A Personal "neuro-plasticity" experience following an accident allowed me to begin to appreciate how the brain works. This lived experience taught me why is the brain the most important tool we have, but also the ideal tool to make the world better place. For ourselves and for our children.

COMMUNICATIONS

More then 15 years international experience in the design and advertising industry. From NGOs to FCMG. However, above everything, I believe that good creativity can engender positive change in human behaviour.

SUSTAINABILITY

Author of a **NEUROcsr**, a pioneering study about the effect of CSR messaging on the neurological mechanisms that create our perception, language, reasoning, beliefs, decision-making and visual attention. The study was published in the prestigious **Sustainability Journal** and **The Journal of Consumer Behaviour**.

July 2024 - Present

URBACT - Validated Expert

I specialize in facilitating sustainable change in cities by driving communication strategies, designing impactful exchange and learning activities, and delivering transnational cooperation projects.

January 2024 - April 2024

Havas Life (Paris) - Creative Director

Main clients: Bioderma, Johnson & Johnson, Sanofi, Servier...

September 2022 - Decembre 2023

Publicis Health (France) - Creative Director

- Spearheaded international creative direction, driving the generation of new business and overseeing the development of diverse products, ranging from patient programs to international congresses.
- Managed a substantial portfolio, primarily composed of international clients, showcasing a keen ability to adapt and deliver innovative solutions tailored to diverse markets.
- Contributing to the success of large product portfolios through creative concepts, supporting the promotion of scientific publications, launching new products, and establishing international patient programs.
- Collaborating with international brands such as Vichy, La Roche Posay, Santen, Nestlé, Roche...

April 2022 - Present

GOODBRA(i)ND - Co-founder - Creative Director

Collective of creatives, scientists and strategists working for public and private brands with positive impact. Neuroscience-based methodology respects the environment and the brain, to create brain-friendly eco-communications. / www.goodbraind.com

December 2022 - Present

INTUIT LAB PRO - Guest lecturer

IntuitLab Pro has created a unique program: "Design and Responsible Communication".

During this program, I teach neuro-design, and explore with participants more brain-friendly communication approaches to Sustainability.

FUTURONS! Design fiction collective - Founding member

A future for all can't be imagined by a few, we strive to strengthen and nurture our individual and collective ability to make use of the futures to transform the present. We create experiences, design and facilitate workshops to open up the futures and make them tangible... A futures literacy collective, striving to open up futures design to all / www.futurons.org

November 2017 - Present

NEURO^{csr} - Project founder (The University of Sheffield)

This project attempts to answer these questions by studying the effect of CSR messages on the neurological mechanisms that create our perception, language, reasoning, beliefs, decision-making and visual attention. www.neuro-csr.com

January 2018 - September 2022

Independent Creative Director (Paris)

September 2013 - November 2017

Senior Art Director Leo Burnett (Paris)

- Supervising multifunctional teams on all disciplines: POS, ATL, PR, Web, Interactive.
- Leading a team of 10 creatives (art directors, graphic designers, motion designers, web designers, ...) on 360° Philip Morris creative work from the invention of digital sales tools to the development of brand fundamentals in our market. and L'Oréal: Full branding design and development of communication strategy, including activation and sustain, for a global digital platform launch.
- Main clients: L'Oréal International, Philip Morris International, MediaTransports, Roady...

June 2005 - July 2013

Creative Director, LAMTAR Planning and Communication (Paris)

- In this brand-focused consultancy, I was a multi-tasking C.D.: Helping develop strategy with a core team of Planners; then solely in charge of translating it into creative – and seeing all the way through to execution, production, implementation. Among the clients: Hilton, Longines, Doubletree by Hilton, Radisson, Marriott, Park Hyatt, Pullman, Jewelmer, British Telecom, Aon Hewitt, Europ Assistance, 3M Healthcare... (Luxury, FMCG, b2b, Medical)

January 2004 - May 2005

Art Director, LAMTAR Planning and Communication (Paris)

LISBON INTERNATIONAL ADVERTISING FESTIVAL (2023)

INTUITLAB PRO, Paris (2022/2023), "Design and Responsible Communication", KreNi, Nis, Serbia (2015 / 2020), ADWARDS – Riga, Latvia (2014), MEDIALAB Prado, Interactivos, Spain (2010)

2020 - 2021 / The Institute for Desirable Futures, Paris

2005 – 2009 / Post-Graduate Degree in Environmental Graphics and Packaging, University of Arts, Belgrade

1999 - 2005 / Master Degree, Applied Arts Faculty, Belgrade (dept. Graphic Design and Visual Communication)

1999 - 1994 / School for Design, Belgrade (dept. Graphic Design)

Serbian | English | French