



# MILAN JANIĆ

Creative Director

## LEFT BRAIN

Insight, Science, Execution

## RIGHT BRAIN

Vision, Creativity, Future-Thinking

### EDUCATION & RESEARCH

**The Institute for Desirable Futures, Paris**  
Future literacy & speculative design

**NEUROcsr study (University of Sheffield)**  
Neuroscientific impact of CSR messaging

**Post-Graduate Degree, University of Arts, Belgrade**  
Environmental Graphics

**Master's Degree, Applied Arts Faculty, Belgrade**  
Graphic Design & Visual Communication

### EXPERIENCE

#### FORESIGHT & SUSTAINABILITY

**Futurons !** – Co-founder, Creative Director (2022 - Present)  
Exploring how we communicate futures  
and co-design alternative realities.

**GOODBRA(i)ND** – Co-founder, Creative Director (2022 - Present)  
Neuroscience-based eco-communications  
for responsible brands.

#### HEALTHCARE COMMUNICATIONS

**Havas Life Paris** – Creative Director (2024)  
Leading international campaigns for  
Bioderma, Johnson & Johnson, Sanofi, Servier.

**Publicis Health France** – Creative Director (2022-2023)  
Patient Engagement & HCP Communications:  
Creating patient experiences to drive engagement and  
adherence. Crafting HCP campaigns that translate complex science  
into compelling storytelling. Leading creative direction for Vichy,  
La Roche-Posay, Nestlé, Roche, Santen. Developing scientific  
narratives, patient programs, and medical congress concepts.

#### BRAND STRATEGY, FMCG, LUXURY & B2B

**LeoBurnett France** – Senior Art Director (2013-2017)

**Lamtar Paris** – Creative Director (2005-2013)  
Luxury & Hospitality: Longines, Hilton, Jewelmer, Park Hyatt,  
Pullman, DoubleTree by Hilton, Radisson, Marriott B2B & Healthcare:  
3M Healthcare, Aon Hewitt, British Telecom, Europ Assistance

#### WRITING, LECTURING & JURY WORK

##### Publications

Sustainability Journal (2022); Journal of Consumer Behaviour (2023)  
Neuromarketing Science and Business Association Yearbook (2023)

##### Guest Lecturer

Intuit Lab (2022 - Present)  
"Neuro-Design & Responsible Communication"

##### Conferences & Speaking Engagements:

IntuitLab Pro (Paris), KreNi (Niš, Serbia), ADWARDS (Riga, Latvia),  
Kaktus (Belgrade Serbia), MEDIALAB Prado (Spain), Interactivos

##### Creative Jury Member:

New York Festivals, Adwards Riga,  
Lisbon International Advertising Festival,  
SupdePub, CYDesign

A trilingual Serbo-French creative, Milan connects diverse perspectives, shaped by his experience across cultures. After a personal journey through neuroplasticity, he realized how the brain reshapes itself—and how this insight could transform communication. This fuels his work at the intersection of healthcare, sustainability, and foresight, making complex ideas more engaging, memorable, and actionable.

Whether crafting patient journeys, developing HCP engagement programs, designing speculative futures for sustainable cities, or translating neuroscience into compelling narratives, Milan thrives at the edge of what's next.

A specialist in NIMBY (Not In My Backyard) problems, particularly in healthcare and sustainability, he helps overcome local resistance to innovation. By bridging science, society, and communication, he ensures ideas are understood, accepted, and socially responsible.

**He believes healthcare deserves humanity, sustainability needs better storytelling, and brands must think beyond today.**

Through **GOODBRA(i)ND** and **Futurons !**, he applies neuro-design and design fiction to make messages more effective—and futures more desirable.

A believer in cross-disciplinary thinking, Milan fuses applied neuroscience, creativity, and speculative foresight to create work that not only informs but transforms.

#### FUTURE-READY COMMUNICATION

- Applied foresight & design fiction
- Neuroscience-driven innovation

#### HEALTHCARE & NEUROSCIENCE

- Brain-friendly patient engagement
- HCP comms that bridge science & human connection
- Medical storytelling that connects data with emotion

#### SUSTAINABILITY & RESPONSIBLE BRANDS

- Crafting sustainable messages that stick
- Eco-communication with real behavioral impact