

# GENZ DIGITAL DESIGN



@2024

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# ABOUT

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01

**GENZ is a Creative agency  
based in Prishtina, Kosova.**

We currently have a team of 5\*

# ABOUT

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01

**GENZ is a Creative agency  
based in Prishtina, Kosova.**

GENZ Design: Problem solving and brand empowerment.  
We offer 4 years of experience in web design, social media,  
graphic design, and digital marketing, serving Balkan  
companies.

Ready to be your outsourced creative team!

01 INTRO

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# EXPERTISE

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01

## Skills

Branding

Print

Illustration

Web design

UI&UX

Meta Ads

Google Ads

User research

Prototyping

ReactJs

@2024

# STUDIES CASE



DEQOR  
INTERIOR



ASHA  
BRAND IDENTITY



VISIT CARD +  
BRAND IDENTITY



# COMPELLING.CO

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02

## Visit card / brand identity

Designed a comprehensive brand identity package for compelling.co, including a minimalist logo, impactful color palette, and professional visit cards that embodied their approach.

# COMPELLING.CO

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## 02

Visit card / brand identity

We brought a range of skills to the table for the compelling.co project. Our approach began with in-depth brand strategy and identity development, ensuring the final brand accurately represented the company's values and audience.







# PNC - DESIGN

PNC

Ju keni 2 mundesi për të  
përdorur softuerin PYTHA  
me një çmim të  
përballueshem mujor:

**Abonimi PYTHA**  
*dhe*  
**Blerja me Keste.**

📞 049 566 043

Abonohu tani

PNC

Kompani e autorizuar nga  
**PYTHA LAB gmbh** për të  
shitur PYTHA 3D CAD për  
territorin e Kosovës.



📞 049 566 043

Abonohu tani

PNC

**5 KËSHILLA**



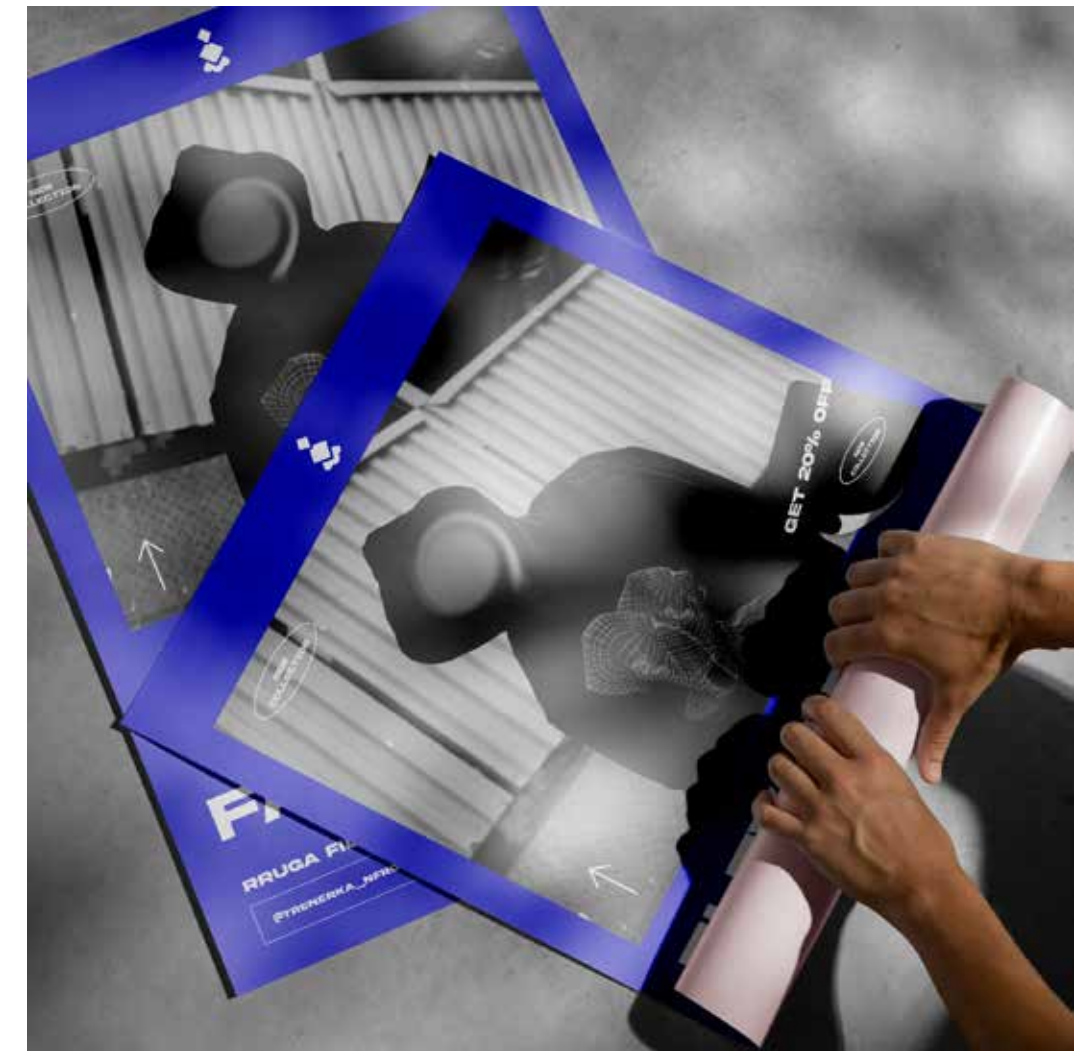
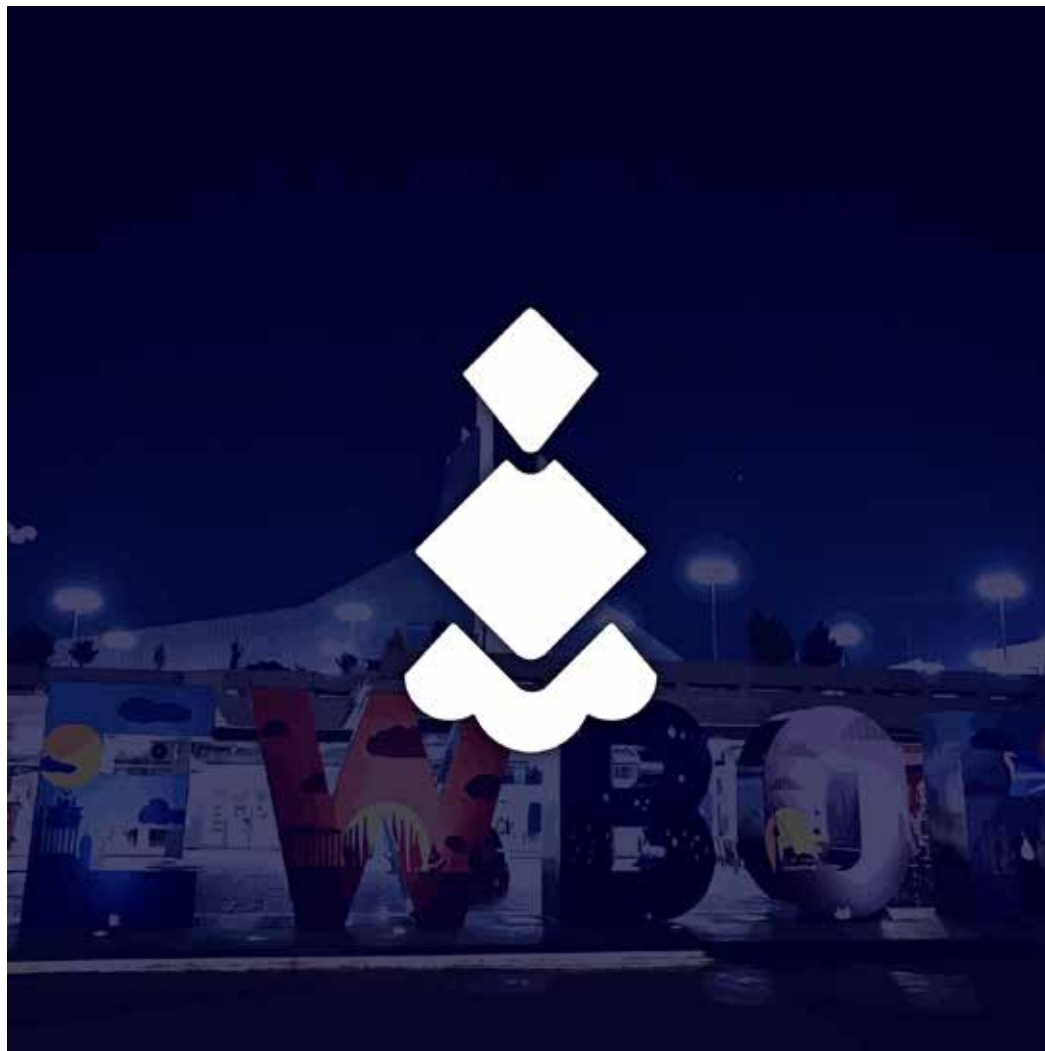
\*për dizajn më të mirë në PYTHA 3D CAD për projektet e drurit.

📞 049 566 043



# ASHA - BRAND IDENTITY

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# ASHA - BRAND IDENTITY

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## 02

Brand identity

### Challenge

We aimed to strike the perfect balance between a cutting edge brand identity and a clear, easily understandable visual message that conveyed their core services.

### Solution

Our creative solution was to focus on a minimalist core logo with bold, modern typography. This balanced a forward-thinking aesthetic with instant brand recognition.

# ASHA - BRAND IDENTITY

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## 02

Brand identity

### Research

**Focus:** Examining ASHA's specific niche, the trends within it, and the visual language typically used.

**Why:** To ensure the brand identity resonates with the target audience and stands out in their marketplace.

### Findings

Our research revealed a trend towards minimalist design within ASHA's industry, a lack of clarity in competitor branding, and a strong emphasis on innovation from the client. This guided our design decisions, leading to a clean, impactful brand identity that emphasizes both cutting-edge aesthetics and user-friendliness.

# KONSONI



KonSoni, Kosovo's leading chicken and egg producer, trusts us for their marketing! Our recent campaign generated a massive 2 million impressions, a 28% growth from last month, and drove 14,000 daily visitors to their stores.

2M

Impressions

28%

Increase in sales

14K

Daily visitors





# EXPERIENCE THE ENCE

# EXPERIENCE

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03

**Solopreneur**

2020 - 2022

As a solopreneur and freelancer, I handled diverse projects, achieving client satisfaction and delivering quality work.

**StartUp**

2022 - 2023

When we opened the startup, I spearheaded operations, fostering growth and innovation.

**GENZ Digital <sup>TM</sup>**

2023 - Present

Today, at GENZ Digital<sup>TM</sup>, we've built a team of 5, driving success through collaboration and digital solutions.

# TEAM EDUCATION

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04

**RIT Kosova,  
CIT**

Erion Vrella  
Ensar Avdiu  
Drin Duka

**Graphic Design,  
UBT University**

Leke Nela  
Elion Hoxha  
Erion Berisha

**Inspire Hub,  
Graphic Design for  
Professionals**

Leke Nela  
Erion Vrella

# RECOGNITION



@2024

# RECOGNITION

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05

## Awards

2022 Albanian Science & Engineering  
Fair [Web Design - Gold Medal]

2024 Young Creatives Award

## Speaking

2023 ICK Kosova

2024 TechPark Prishtina

# CONTACT US



info@gen-z.digital

+383 45 867 144

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