

**NINA JURIC / NINDUSTRIC** – digital native online/offline  
[born 20.09.1980 / Tübingen, Germany]

– formerly from Stuttgart, now residing in **Berlin** and working on projects all over **Europe**  
– experienced in **creative directing, motion design, animation and media art**  
– proficient in the fields of **Art, Design, Film, TV, Advertising and Visual Music**

*Her heart beats for complex **visual code in motion** and **visually progressive shapes of expression** - often referring to **music** or **new technologies**. She is passionate with **typography** and all kinds of **information architecture, speed ramps** or **datafeeds** and says: "Letters are my friends".*

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**2011** – founder of the world's first typographic concept store **LettersAreMyFriends**.  
Showroom and inhouse production with a focus on projects related to **type combined with emerging technologies**.

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**2002 - to date** – runs her own direction and motiondesign label: **NINDUSTRIC**.  
She achieved relevant experience both in **management, production** and in the operational field as a **founder, director, designer & animator**. Further she is **lecturing** and giving workshops/seminars on **Visual Music, TypeInMotion** and **audiovisual live shows** and is performing on **international festivals and events**. Her work has been shown on numerous festivals all over Europe and USA. Besides numerous motion pictures she was involved in the award-winning 3D-Short „458nm“, which received the Golden Nica at the **Ars Electronica** in 2005. 2010 she worked for **Olafur Eliasson** on this experimental short “InnenStadtAussen” which was exhibited in GropiusBau Berlin.

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**2009 - 2010** – **MELT.MEDIA RECRUITMENT** - worked halftime as a networker, recruiter & consultant.  
Through her work in and for **agencies** and **productions** like onformative, MetaDesign, DMC, Shape, NHB, Polynoid, Strukt and on clients like Boss, Nokia, Telekom, ARD, WDR and TocaMe she has access to a large national and international **contact network** and possesses **broad knowledge** of the **industry** in various segments (Postproduction / Advertisement / TV / Film / Theater / Show / etc.). Therefore she attracted MELT.'s (www.melt-media.biz) attention.

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**2005 - 2007** – attended the **Masterprogramm FILM & TV DESIGN** at the Filmakademie Baden-Württemberg, Ludwigsburg, Germany, dealing with **On-Air** and **Off-Air productions** in relation to **film** and **design** [Musicclips, Art Direction & Conception, Concept Design & Print, On- & Off-Air Packaging, Animation & Motion Graphics].  
– Final Project: Promotional DVD Package “**GOLDKYD – Kill Your Darlings**”-  
presented at the FMX/talents EEOE Junior Showcase 2007 and nominated at the ADC.

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**2000 - 2004** – studied **MEDIA DESIGN** at the University of Applied Sciences in Schwäbisch Hall (BMD).  
During these days, she did **internships in the design-, video- & web-departments** of several production companies [Storz Medienfabrik GmbH, Stuttgart & Esslingen // Studio Filmbilder, Stuttgart].  
– Final **bachelor** project: media-theatre-play **ELEKTRO P.**-  
special innovation award at the “Theaterpreis der Stuttgarter Zeitung” in 2003.

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*Although she is **fascinated** by **second** and **third** dimension of her computer, she continuously feels **the deep urge** to use her hands and body. **Experiments** with no matter what materials are basic and inspiring components of her life, work and thinking.*

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**2003** – studied a year **abroad** in Cleveland [Cleveland Institute of Arts // DAAD scholarship]

**2003 – to date** – **freelanced** for several agencies, productions and companies on various projects and clients [Virtual Reality Center Daimler Chrysler, Skateboard.de, BMW, Pulver Records, Hugo Boss, Lucky Strike, etc.]

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**2002 – to date** – **Nin.Sha** is resident **VJ** at the artist label tensionbasement and mashes up selfmade digital images to mainly electronic music. She enjoys doing **live projections and media art** in diverse contexts [improvisation, concerts, parties, festivals, collaborations] for several years now around the world.