

KATARINA PAVLOVIC

UI/UX DESIGNER

CURRICULUM VITAE



Name Katarina Pavlović
Date of birth May 4th 1986.
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Education 2009 - 2011 **Master of Graphic Design** - University of Applied Arts, Graphic Department, Graphic Design Studio, Belgrade, Serbia

2005-2009 **Bachelor's degree** - University of Applied Arts, Graphic Department, Graphic Design Studio, Belgrade, Serbia

2001-2005 **Graphic Design Technician**, School for Design, Belgrade, Serbia

Experience June 2011 - May 2012 **Web designer, company name: Electronic Software Development,**

- Develop creative concepts and creating graphic design solutions from creative briefs
- Developing concepts and artwork, creating graphic design solutions from concept through to completion.
- Designing a website (creating visual concepts, layout, color scheme, landing pages, and general design of a website...)
- Creating layout content for web, social media, and email

May 2012 - June 2013 Senior Web and graphic designer, Beogradski svetionik

- Responsible for developing and creating both digital and print design for a wide range of print and online campaigns, publications and advertising. Designing a website, web banners, advertisements, brochures, handouts, flyers and online graphics.
- Creating original artwork for short and long term projects, working with a range of media, including photography, to create final artwork.
- Present clear ideas and concepts to clients and other team members

June 2013 - May 2015 Freelancer

May 2015 - July 2017 Senior UX/UI Designer, company name: Qode Themes

- Develop creative concepts and creating graphic design solutions for WordPress themes (creating visual concepts, layout, color scheme, landing pages, and general design of a website including creative direction for website animations)
- Make strategic design and user-experience decisions related to new functions and features
- Leading multi-disciplinary teams through product strategy, branding, experience design, interaction design, visual design, motion design, prototyping, design research and storytelling. The team includes web developers, content builders, animators, writers, researchers and producers.

July 2017 - August 2018 Freelancer

August 2018 - February 2019 Senior UX/UI Designer: Namics – A Merkle Company / UBS project, Swisslife project

- Developing unique, digital user interfaces and applications for reputable clients.
- Transferring visions and ideas into sophisticated design concepts and manage their channel-wide implementation.
- Working on exciting and complex problems in interdisciplinary teams together with developers, consultants, researchers and concept developers.
- Consultancy on design topics for Namics team and clients.
- Transforming and shaping complex problems to elegant solutions.
- Communicating designs through prototypes, documentation and presentations.

November 2019 - November 2020 Senior UX/UI Designer: Comyno / Securities Finance project

- Developing an understanding of the business domain and processes within the product area, capturing user goals, needs and expectations and helping to translate these into personas, journeys and user stories that help drive towards improvements.
- Developing high-level and/or detailed mockups, and prototypes to effectively communicate interaction and design ideas.
- Working closely with developers and product manager(s) to guide software-user interface development for various products with different specifications
- Helping to optimise value through business partnering, process improvement, research and user-centred design.

September 2019 - May 2021 Senior UX/UI Designer: Orook

- Working collaboratively with PMs, engineers, marketing and SEO experts to develop and prioritize the most impactful growth and product improvements.

August 2021 - July 2022 Senior UX Design and UX Consulting: Merkle Germany GmbH / BioNTech project.

- Working on exciting and complex problems in interdisciplinary teams together with software developers, consultants and researchers
- Transferring visions and ideas into working design concepts and implement them independently
- Presenting user interface concepts and designs clearly for implementation
- Defining and implementing UX Design System

April 2021 - January 2024 Senior product designer: Teamcubate ApS / Resights ApS

- Responsible for creative and smart digital concepts and solutions while considering the requirements of the client as well as the needs of the respective target group
- Transforming comprehensive content and complex processes into comprehensible information architecture and create first interface structures
- Defining and implementing UX Design System ensuring that established standards and best practices are followed.
- Collaborating with the development team to ensure the creation and delivery of tailored experiences for the digital user

Languages	The English language (very good at writing, reading and conversation) The German language (elementary level)
Computer literacy	MC Office, Photoshop, Illustrator, Adobe XD, Sketch, InVision, InVision Studio, Figma, Miro
Personal skills	Problem solving, Communication skills, Adaptability , Self-motivation
Additional experience	Strong belief in both individual and team work, collaboration and keeping work enjoyable Lifelong learner
Interests	Typography, creating fonts, calligraphy, photography..