

# Curriculum Vitae

With ten years of practical experience in web and graphic design, alongside UX/UI projects, I offer a seasoned perspective in the field. Throughout my career, I've had the opportunity to work on a variety of projects, allowing me to develop a diverse skill set and a deep understanding of design principles. I'm committed to delivering high-quality work and continually seeking opportunities for growth and improvement in my craft.



## Personal Information

<i>First name(s) / Surname(s)</i>	Dunja Cvetkovic
<i>Address(es)</i>	Birkenderkamp 14, 52538 Selfkant Germany
<i>E-mail</i>	dunjacvetkovic@gmail.com
<i>Website</i>	<a href="https://dunjacvetkovic.com">https://dunjacvetkovic.com</a> <a href="http://www.linkedin.com/in/dunjacvetkovic">http://www.linkedin.com/in/dunjacvetkovic</a>
<i>Nationality</i>	Serbian
<i>Date of birth</i>	14.11.1992.
<i>Gender</i>	Female
<i>Additional info:</i>	I have a Family reunification visa, which allows me to live and work in Germany - <a href="https://www.bamf.de/EN/Themen/MigrationAufenthalt/ZuwandererDrittstaaten/Familie/familie-node.html">https://www.bamf.de/EN/Themen/MigrationAufenthalt/ZuwandererDrittstaaten/Familie/familie-node.html</a>
<b>Work experience</b>	
<i>Dates</i>	October 2021 - February 2024
<i>Company</i>	Aquila Biolabs / SBI
<i>Position</i>	UX / UI Designer
<i>Description</i>	During my time there, I specialized in designing and refining user interfaces for intricate software applications, always prioritizing usability and enhancing user experience. Additionally, I led the revamping of

	<p>existing software to improve usability and update visual aesthetics.</p> <p>In my role, I conducted thorough user research and usability testing, gathering valuable feedback to guide our design decisions effectively. I was also responsible for establishing and maintaining a cohesive design system, ensuring consistency across all our products.</p> <p>Collaborating closely with product managers, developers, and other stakeholders, I translated business requirements into user-friendly interfaces. To effectively communicate design concepts, I created wireframes, prototypes, and mockups.</p> <p>I made it a point to stay updated on industry trends, best practices, and emerging technologies in UX/UI design. Furthermore, I actively advocated for user-centered design principles within our organization.</p> <p>Finally, I continuously refined our designs based on user feedback, data analysis, and input from stakeholders, always striving for improvement.</p>
<i>Dates</i>	December 2019 - August 2021
<i>Company</i>	Try The CBD
<i>Position</i>	Senior Designer
<i>Description</i>	<p>Maintain brand consistency across products and advertising platforms, ensuring integrity and coherence. Collaborate cross-functionally to align messaging and visuals. Execute email newsletters, promotions, and campaigns. Analyze marketing metrics to gauge branding effectiveness. Stay informed on industry trends and competitors to inform branding strategies. Develop marketing collateral and coordinate with agencies. Contribute to brand guideline development and support other marketing initiatives as required.</p> <p>Skills: Advertising, Branding &amp; Identity, Marketing Strategy, Cross-functional Collaboration.</p>

<i>Dates</i>	July 2018 – June 2023
<i>Company</i>	CNZD - Center for missing and mistreated children
<i>Position</i>	Volunteer position - Design and marketing coordinator
<i>Description</i>	<p>During my tenure at CNZD, I was deeply immersed in a range of impactful initiatives, each driven by a sincere dedication to our cause. From orchestrating events like the "Glas Anđela" singing contest to spearheading the annual "Children's Safety" conference, I found fulfillment in contributing to projects that aimed to make a difference.</p> <p>At CNZD events, including the notable West Balkan "Move.Link.Engage" conference, I seized the opportunity to amplify the voices of those we served, recognizing the collaborative efforts that underpinned our successes. Collaborating with government organizations was pivotal, demonstrating the importance of unity in driving meaningful change.</p> <p>In the sphere of children's online safety, I worked alongside diverse organizations, humbled by the opportunity to contribute to such vital work. Additionally, I played a pivotal role in shaping the visual identity of projects like Amber Alert and NetPatrola, always striving to effectively communicate our message.</p> <p>Looking back on my journey at CNZD, I'm profoundly grateful for the myriad experiences and partnerships forged, each serving as a testament to the transformative power of collective action and shared purpose.</p> <p>Skills: Advertising, Branding &amp; Identity, Social Media Marketing, Visual Communication, Public Speaking, Public Relations, Event Management.</p>
<i>Dates</i>	February 2018 – April 2019
<i>Company</i>	Jiway S.A.
<i>Position</i>	UX / UI designer
<i>Description</i>	During my tenure at Jiway, I contributed to the development of "Mozaik," an innovative finance app designed to streamline financial management

	<p>processes. In this role, I engaged in various UI/UX tasks, including user research, wireframing, prototyping, visual design, user testing, iterative design, collaboration with cross-functional teams, and documentation creation. These efforts were instrumental in shaping the user experience of the Mozaik app, ensuring its seamless functionality and intuitive interface for users. My involvement in this project allowed me to hone my skills in user experience design, interface design, user research, testing methodologies, collaboration, and documentation practices.</p>
<i>Dates</i>	August 2012 - February 2018
<i>Company</i>	Freelance work
<i>Position</i>	Graphic and web designer
<i>Description</i>	<p>During my years freelancing, I engaged in various projects spanning graphic and web design, UX, branding, SEO, and event organization. This diverse journey honed my skills and deepened my understanding of design's impact across digital platforms.</p> <p>In graphic and web design, I crafted compelling assets and intuitive interfaces, enhancing brands' online presence. UX design allowed me to ensure seamless experiences across platforms. Branding projects involved shaping captivating identities, while SEO efforts boosted online visibility and engagement.</p> <p>Additionally, I organized memorable events, enriching my portfolio and understanding of design's interconnectedness with technology and human experience.</p> <p>Skills: SEO, Adobe Creative Suite, Graphic &amp; Web Design, CSS, HTML5, Branding &amp; Identity.</p>
<b>Education</b>	
<i>Dates</i>	March 2021 - Present
<i>Programme</i>	Public Relations, Advertising, and Applied Communication, Bachelor

<i>Name and type of organisation providing education and training</i>	DOBA Business School, Maribor, Slovenia
<i>Dates</i>	2008 – 2012
<i>Title of qualification awarded</i>	Graphic Design Technician
<i>Name and type of organisation providing education and training</i>	Design school “Bogdan Suput”, Novi Sad, Serbia
<b>Computer skills</b>	Proficient in Adobe Creative Suite, including Photoshop, Illustrator, and InDesign. Experienced with CorelDRAW and proficient in Axure and Figma for wireframing and prototyping. Skilled in HTML and CSS for web development. Possess a strong aptitude for technology, with a keen ability to adapt to new software and tools efficiently.
<b>Personal skills</b>	
<i>Languages</i>	Serbian / Mother tongue English / C2 German / A1
<i>Social skills and competencies</i>	<p>Known for my easygoing demeanor and collaborative nature, I foster positive relationships with colleagues and strive to maintain a harmonious work environment. Whether working independently or within a team, I prioritize organization to ensure efficiency in all endeavors.</p> <p>Outside of work, I am deeply engaged in the NGO sector, particularly focusing on education regarding children's online safety. Actively participating in workshops and educational programs, I am dedicated to promoting awareness and advocating for safer online experiences for children.</p>