



# Dunja Cvetkovic

UI/UX designer

With over a decade of hands-on expertise in web and graphic design, I am dedicated to delivering high-quality work driven by creativity and innovation. My passion for design extends to crafting intuitive user interfaces and creating captivating visual identities. Alongside my proficiency in conceptualization and execution, I possess a keen interest in making meaningful connections through design.

## Work experience

**UI/UX designer @ Aquila Biolabs/SBI** | October 2021 – March 2024

- Redesigned software for better usability
- Conducted user research and testing
- Implemented design principles for intuitive workflows
- Created wireframes, prototypes, and mockups
- Iteratively refined designs based on feedback

**Senior designer @ TryTheCBD** | December 2019 – August 2021

- Revitalized brand image and optimized marketing strategies
- Unified the brand's visual identity across graphic and web design
- Developed email design templates to improve engagement and conversions
- Created compelling content for email marketing campaigns
- Worked with copywriters to align visual and written content

**Design and marketing coordinator @ CNZD Serbia** | July 2018 – June 2023

- Played an integral role at CNZD in shaping the organization's digital presence and driving impactful marketing initiatives
- Coordinated public relations efforts to enhance the organization's reputation and visibility
- Organized events to support advocacy for important social changes

**UI/UX designer @ Jiway S.A.** | February 2018 – April 2019

- Led UX/UI development
- Conducted user research and designed intuitive interfaces for optimal usability
- Collaborated with developers and stakeholders to ensure alignment with project objectives
- Iteratively refined designs based on feedback and testing

**Freelance web and graphic designer** | August 2012 – February 2018

- Designed websites, logos, layouts, posters, books, and social media content as a freelance web and graphic designer
- Developed branding strategies, created UI designs, and executed marketing campaigns
- Produced engaging content and optimized it for search engines (SEO)

## Links

Portfolio

<https://dunjacvetkovic.com>

LinkedIn

<http://www.linkedin.com/in/dunjacvetkovic>

IDF Profile

[www.interaction-design.org/members/dunja-cvetkovic](http://www.interaction-design.org/members/dunja-cvetkovic)

## Education

**2021 – 2024**

DOBA Business school, Public relations, advertising and social medias

**2008 – 2012**

Design school “Bogdan Suput”, Graphic Design Technician

## Courses

The One-Person UX

Team @ Nielsen Norman Group

Multiple courses @ Interaction Design Foundation

## Languages

- German A2
- English C1
- Croatian C1
- Serbian (Mothers tongue)

## Skills

Web and UI design, Design Systems, Graphic Design, Prototyping, Wireframing, UX research, Usability testing, Workshop facilitation, Communication