

Dunja Cvetkovic

UI/UX designer

Professional summary

Results-driven UI/UX Designer with over 5 years of experience in web and graphic design, specializing in enhancing user experiences, driving engagement, and creating visually compelling interfaces. Proven success in leading cross-functional projects from concept through execution using user-centered design principles, usability testing, and modern design tools like Figma and Adobe XD. Adept at transforming complex requirements into user-friendly, high-impact solutions that align with business goals.

Professional experience

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

- Spearheaded the full redesign of a biotechnology platform, improving user experience and usability.
- Led end-to-end user research and usability testing, utilizing A/B testing and stakeholder feedback to refine prototypes.
- Developed detailed wireframes, interactive prototypes, and high-fidelity mockups using Figma, delivering on time and to spec.
- Created a comprehensive design system to standardize UI components, enhancing design consistency across the platform.
- Collaborated with cross-functional teams including developers and product managers, ensuring designs aligned with business objectives and technical constraints.

Senior designer | TryTheCBD | December 2019 – August 2021

- Led the revitalization of the brand's image, successfully driving a 25% increase in customer engagement through cohesive marketing strategies and a unified visual identity across web and graphic design.
- Developed responsive email design templates, optimizing them for higher engagement and boosting conversion rates by 26%.
- Created compelling visual content for email marketing campaigns, contributing to a growth in subscriber interactions.
- Collaborated with copywriters to ensure alignment between visual elements and messaging, producing integrated marketing materials that enhanced overall brand coherence.

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

- Led end-to-end UX/UI development, focusing on creating intuitive and user-friendly interfaces for multiple products.
- Conducted comprehensive user research and usability testing, leveraging insights to design seamless user experiences across web and mobile platforms.
- Collaborated closely with developers, product managers, and stakeholders to ensure design alignment with technical requirements and project goals.
- Iteratively refined wireframes and prototypes based on A/B testing and user feedback, resulting in a 21% improvement in user satisfaction and task completion rates.

Freelance web and graphic designer | August 2012 – February 2018

- Designed bespoke websites, logos, and marketing collateral for diverse clients, contributing to a 30% average increase in client engagement and conversions.
- Developed and executed comprehensive branding strategies and UI/UX designs tailored to client needs, driving measurable growth in brand awareness and user satisfaction.
- Implemented effective SEO and content marketing strategies, resulting in improved search engine rankings and a significant increase in organic traffic.

Skills

Technical Skills

- Figma, Sketch, Adobe XD, Photoshop, Illustrator
- Usability Studies, A/B Testing, User Interviews, Prototyping, Wireframing
- HTML, CSS, JavaScript (basic understanding)
- SEO, Content Strategy, Branding

Soft Skills

- Cross-functional Teamwork
- Client Management
- Problem-Solving
- Project Leadership

Education

Bachelor's Degree in Public Relations, Marketing & Social Media Management

DOBA University | 2021 - 2024

Graphic Design Technician

Design School "Bogdan Suput" | 2008 - 2012

Courses

The One-Person UX Team @ **Nielsen Norman Group**

Multiple courses @ **Interaction Design Foundation**

Volunteer experience

Design and marketing coordinator (Volunteer) | Centre for missing and exploited children Serbia | July 2018 – June 2023 (Concurrently with full-time roles)

- Led digital marketing campaigns, resulting in a 42% increase in social media engagement and follower growth in first year.
- Spearheaded public relations and advocacy efforts, significantly enhancing the organization's visibility and public reach.
- Organized and coordinated multiple events, successfully raising awareness for child safety and social justice causes.

Links

Portfolio

dunjacvetkovic.com

LinkedIn

www.linkedin.com/in/dunjacvetkovic

IDF Profile

www.interaction-design.org/members/dunja-cvetkovic

Languages

- German: A2
- English: C1
- Croatian: C1
- Serbian: Native