



Focused on creating meaningful experiences
and solving problems through design.

SKILLS

Product UI & UX Design

Web Design

Prototyping

Wireframing

QA

Interaction Design

User Journeys

Personas

Storyboarding

Paper Prototyping

Navigation Schemes

Responsive & Mobile Design

Usability Testing

Affinity Diagrams

User Research

Graphic Design

Corporate & Product Branding

TOOLS

Figma

Adobe Illustrator

Adobe XD

InVision

Adobe Photoshop

Sketch

Adobe InDesign

Adobe After Effects

Adobe Premier Pro

LANGUAGES

English

Fluent

Albanian

Native

EDUCATION

American University in Bulgaria

B.A. Mass Media Communication

American University in Bulgaria

2009 - 2013

CERTIFICATIONS

Professional UX Designer Certification

Google

via Coursera

Feb 2022

RECENT PROJECTS

Unidukan (Unilever PLC)

View XD Project

Unidukan (Unilever PLC)

View XD Project
(Mobile)

Trade Clearance (Unilever PLC)

View XD Project

EXPERIENCE

UI/UX Designer

Sogody, London, UK / Prishtina, Kosovo

Jan 2019 - Present (Contract)

- ▣ Focusing on developing, personalizing and optimizing digital experiences for digital platforms. Designed the UX & UI of a wide variety of clients, including Samsung, Havas Media, Brainlabs, Unilever and others, via user research, prototyping and using industry standard tools to provide detailed specifics to the dev team.
- ▣ Ideation, strategizing and experimentation for e-commerce websites/apps. Applying A/B and multivariate testing strategies for uplifting soft and/or hard KPIs.
- ▣ Conducting QA on deliverables for a range of projects provided by the whole Sogody design team.

Senior Graphic Designer

Signstar, London, UK

Jun 2019 - Present

- ▣ Lead the graphic design department, with two junior designers under wing.
- ▣ Provide branding solutions for clients' needs – including designs for: packaging, shopfronts, window manifestations, vehicle livery/wraps, out-of-home advertising, banners, general print, digital and traditional signage, big-format prints, etc.
- ▣ Liaise with clients to achieve the exact look and feel they are aiming for and managing their expectations
- ▣ Manage projects from initial quoting, to design, production and fitting stages, trying to ensure the project goes smoothly on all ends.

UI/UX Designer

London, UK

Feb 2017 - Jan 2019

- ▣ Provided contract UI/UX designs, graphic design and creative services to clients including Laura Imami, Beit Halochem, Camden Tea Company, Music in Secondary Schools Trust (MiSST), and Sabor Restaurants.
- ▣ Work included user journey mapping and evaluation, UI/UX for web & mobile products, using user research methods, storyboarding, low and high fidelity prototypes and A/B testing.
- ▣ Managing client relationships, overseeing production and delivery of mobile and web products, conducting QA on deliverables for a range of projects, branding, company reports, indoor and outdoor adverts.

UI/UX Designer

Cactus, Prishtina, Kosovo

May 2014 - Jan 2017

- ▣ Led Graphic Design department at Kosovar's market-leading ICT services and solutions company, created UI & UX, A/B tested multiple variations of user interfaces, did user research, recommended new strategies and marketing opportunities for clients including Kosovo's Government, Civil Aviation Authority, Frutomania, Recura Financials, KFC, CACTTUS Education, ICK, Dokufest, and many more.
- ▣ Worked closely with the engineering and marketing team to ensure smooth product development.