Kushtrim Arifi
UX/UI Designer & Software Engineer (Full-Stack)

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UX/UI Designer & Full-Stack Developer with 11+ years' experience in Switzerland and Kosovo. Specialized in WordPress (Elementor, WooCommerce) and React-based front-end development, with a Master's in Psychology enhancing user-focused design.

SKILLS: **Design & UX:** Figma, Adobe Creative Suite   **Development:** PHP, Laravel, JavaScript, TypeScript, React,HTML, CSS, MySQL, PostgreSQL

CMS & Tools: WordPress, WooCommerce, Elementor, GitHub, Docker   **QA/Testing:** Accessibility, Cross-browser testing, Responsive design.

EXPERIENCE

MONUN AG – Senior UX/UI Designer & Full-Stack Developer   Switzerland | 2024 – Present

- Shipped 10+ corporate sites & campaigns end-to-end (Figma & production), owning IA, UI kits, responsive build, QA, and launch.
- Built custom WordPress themes (HTML/CSS/JS, React, PHP, Tailwind), ensuring cross-device performance and accessibility.
- Implemented CI/CD (Namecheap, Hoststar, Render), cutting deployment time by 40%
- Raised code quality by fixing 700+ lint issues and adding ESLint/Stylelint/Prettier, cutting JS defects ~45% and CSS defects ~33%.
- Designed & delivered a CRM: multi-member accounts & roles, recurring billing, invoicing, Stripe payments, admin dashboards, and audit logs.

Business Leaders AG – UX/UI Designer & WordPress Developer   Switzerland | 2020 – 2024

- Designed 50+ responsive websites (Figma → WordPress/Elementor) and delivered cross-device, high-performance UIs.
- Ran user research + usability testing, translating insights into design improvements that boosted customer satisfaction & engagement.
- Built full front-end features in HTML, CSS, JavaScript, React, improving load speed and interactivity.
- Optimized WooCommerce stores (checkout flow, product mgmt.), driving higher sales conversions.
- Secured & tuned performance across 50+ client sites, achieving 40% stronger security and 25% faster DB response times.
- Produced graphic design assets for digital and print: social media visuals, brand guidelines, brochures, and event materials,

Mardal – UX/UI Designer & Web Developer   Kosovo | 2018 – 2020

- Designed and launched 30+ user-centric WordPress websites, boosting engagement by 20% through responsive UI/UX.
- Optimized WooCommerce platforms and integrated APIs, improving sales conversions (+15%) and site performance (+25%).
- Reduced content update time by 30% with Elementor/Gutenberg and enhanced security, cutting vulnerabilities by 40%.
- Assisted in website maintenance and updates, applying UX improvements to enhance navigation, accessibility, and overall user satisfaction.

Prior Marketing GmbH – UX/UI Designer & WordPress   Switzerland | 2015 – 2018

- Directed UI/UX design for company websites and apps, increasing user engagement by 20%.
- Developed and launched 16+ responsive WordPress websites using Elementor and Gutenberg, ensuring 99.9% uptime and consistent visuals
- Customized WordPress themes through Elementor blocks and Gutenberg editors, improving design flexibility and speeding up delivery.
- Delivered branding assets (logos, visuals) that increased brand recognition and user engagement by 15%

Freelance / Kosovo - UX UI & Graphic Designer   Kosovo | 2011 – 2015

- Designed 20+ websites with a focus on clean layouts, intuitive navigation, and responsive visuals.
- Delivered branding and graphic design assets (logos, style guides, promotional materials) that reinforced brand recognition.
- Focused on visual storytelling and aesthetics, creating designs that supported client marketing strategies.
- Collaborated directly with clients to capture requirements and tailor designs to their target audience.

EDUCATION

MSc. Clinical Psychology - AAB University | Kosovo   In progress, 2021 - 2025
BSc. General Psychology - FAMA University | Kosovo   2016 - 2020

CERTIFICATION

Website Full Stack Bootcamp – North Macedonia (2019)
UX Design Professional Certificate – Google (2020)
Full-Stack Engineer – Codecademy (2021)
WordPress Development & Elementor – Ecomn (2022)
Technical Support Fundamentals – Google (2022)

LANGUAGE

ALBANIAN - C2
ENGLISH - C1
GERMAN - A2
NORWAY - A1
SERBIAN - B2