

MASHA ZIGIC

UX/UI Designer

“Develop a passion for learning. If you do,
you will never cease to grow.”

Anthony J. D’Angelo

About Me

I am a curious UX designer who falls in love with problems and thrives in creating intuitive, engaging, and simple designs for Users.

Having a background in Digital Marketing helps me empathize and identify the emotional needs of the Users that drive the creation of relatable and aesthetic experiences.

Contact

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UX Skills

- User Research
- User Personas
- Journey Maps
- Card Sorting
- Information Architecture
- Wireframing
- User Interface
- Prototyping
- User Testing

Marketing Skills

- Industry Research
- Creating Persona
- Defining USPs
- Brand Identity
- Content Writing
- Social Media Strategy
- Community Management

Education

Frontend Development for Designers

CAREERFOUNDRY | Aug ‘24- Oct ‘24| Jeddah, KSA

This 2-month specialization course enabled me to learn basic coding skills, how to communicate with developers, and how to improve my design skills by knowing how the code works.

Ultimately, I built my portfolio website from scratch and gained a unique perspective on projects intersecting UX, UI, and front-end development.

UX Design

CAREERFOUNDRY | Sep ‘23- Aug ‘24| Jeddah, KSA

This 6-month intensive course specializing in UX process and methodology is based on user-centric design thinking, research, and a data-driven approach.

It includes the research phase, conducting the user interview, defining the persona and the problem statement, building the prototype using Figma, testing and revising the prototype.

Figma Essential

BYOL by Adobe | September- December ‘22| Jeddah, KSA

Stepping into the world of UX design brought new tools to explore.

I enrolled in the Figma Essential course in parallel with the UX Design as it happens to be one of the most used designing tools, to learn more about the software and create the prototype required in the course.

UX/UI Design

SAE Institute| September- December ‘22| Jeddah, KSA

In this course, I learned UX/UI design fundamentals and methodologies.

I worked in a team of 4 and developed a desktop version of an E-commerce shop website, implementing the theoretical knowledge and best in-life practices.

During this course, my team and I used Miro and Figma tools.

Adobe Photoshop Essential

BYOL by Adobe | July- October ‘22| Jeddah, KSA

While working in Digital Marketing, I had a chance to cooperate closely with a Graphic Designer and participate in creating artwork.

Creative possibilities motivated me to enroll in a Photoshop course and add more value to my professional skills.

This course taught me to use Photoshop tools and create various designs.

Search Engine Optimization

Poslovna Savrsenost| June- September ‘17| Belgrade, Serbia

I finished an SEO course as I find this subject exciting and creative. I wanted to improve my skills and possibilities of working in different marketing fields.

It is vital to be competent in several aspects, and my goal is to educate myself as much as possible.

Digital Marketing

UMS | July-September 2017 | Belgrade, Serbia
NAJMAN | September- December 2019 | Dubai, UAE

Working as a Content Writer in a Marketing Agency, I was exposed to all aspects of Digital Marketing and grew interest in it.

This course taught me how to develop a plan and a strategy for a Brand to maximize its presence on Social Media and stay up to date with the SM trends.

University Education

Medical Professional College| Physiotherapist
Belgrade, Serbia

Experience

UX/UI Designer- Independet Project

Career Foundry| Sep ‘23 - Feb ‘24|Remote

Career Foundry is an online program for tech career prequalification. For this project, I have developed a mental health journaling app My Journal.

As a UX Designer, I have:

- Implemented User - Centeric Design Thinking
- Conducted user research and created a user personas
- Designed wireframes, UI and clickable prototype for My Journal app (full case study available upon request)
- Conducted usability testing and gathered feedback for iterative design improvements

UX/UI Designer- Internship

30Hills| Sep ‘23 - Feb ‘24|Belgrade, SRB

30Hills is a creative web development studio specializing in building and maintaining tech solutions.

As an Intern, I have:

- Collaborated with cross-functional teams to gather and analyze user requirements
 - Conducted user research and created a user persona
 - Designed wireframes, UI and clickable prototype for Social Spotter (full case study available upon request)
 - Conducted usability testing and gathered feedback for iterative design improvements
- Key Learnings:**
- Hands-on experience in translating user needs into intuitive and visually appealing design
 - Developed proficiency in industry-standard tools such as Figma, Miro
 - Enhanced communication and teamwork skills through collaboration with diverse team members
 - Gained insights into the iterative design process and importance of user feedback

References:

Dubravka Rasic, Senior UX/UI Designer @ dubravka.rasic@30hills.com

Goran Petkovic, UX/UI Designer @ goran.petkovic@30hills.com

Web Content Writer- Freelance Project

Shiplifier| Sep - Dec ‘22| Dubai, UAE

Shiplifier is a Saas platform for E-commerce businesses located in Dubai, UAE.

Based on the industry research and available market, I have:

- Created understandable and consumer-appealing Website and Blog content.
- Implemented SEO skills and ensured a good Google ranking for the new upcoming website.

Marketing Executive | CE Manager

Safe Arrival| June ‘19- Sep ‘22 | Jeddah, KSA

Safe Arrival is one of the leading logistics companies in KSA.

As a **Marketing Executive**, I have:

- Created optimized, user-friendly, and industry explanatory website content
- Built a Social Media presence
- Developed the Social Media Strategy
- Planned and executed artwork and content, promoted advertising on Google Ads, Facebook and Instagram
- Tracked the website performance using Google Analytics

As a **Customer Experience Manager**, I have:

- Secured customer satisfaction and positive experience using our services through active responsiveness
- Coordinated responsibilities with other team members

SEO Copywriter

NBG Team| Nov ‘17 - June ‘18| Belgrade, SRB

NBG is a 360 marketing agency located in Belgrade, Serbia.

As an **SEO Copywriter**, I have:

- Created advertising, engaging, diverse blog content for various clients
- Performed keyword research using tools like Ubersuggest and Google Keyword Planner