

# Teo Ninković



Interaction Design | User Experience

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I bring a design perspective and creative problem-solving approach to create products and experiences people love to use. Persistence, curiosity and an obsessive attention to detail define me. With a background in art and hospitality, experience as a digital and print designer, and arts education in many disciplines, I am competent in all aspects of the design process.

## Experience

### Freelance Designer | Teo.

2008 - Present

Highly skilled designer with expertise in UX/UI design, web, logo, graphic design, and illustration. Proven ability to manage projects from ideation to delivery, ensuring outstanding quality and client satisfaction.

- *Delivers visually appealing designs for websites and mobile apps.*
  - Increased website traffic by 32% through a UX-focused redesign for a client.
- *Creates distinctive brand identities and logos.*
  - Boosted brand recognition by 42% with new identity and logo.
- *Designs engaging graphics and illustrations for digital and print media.*
  - Generated a 36% increase in website traffic with menus and illustrations.
- *Collaborates closely with clients to ensure long-lasting relationships.*
  - Earns repeat business and referrals due to consistently positive feedback.

### General Manager | Designer | Heisler Hospitality.

2015 - Present

Skilled in leading teams to success in high-volume, high-stress environments. Capable team leader and positive culture builder over years in hospitality.

- *Managed a team of 20-25, leading to a 17% growth year over year.*
  - Showcasing exceptional leadership abilities and people management skills.
- *Successfully transitioned toxic workplace into a positive work-culture in 7 months.*
  - Demonstrating strong drive and initiative.
- *Demonstrated strong customer focus by implementing effective market strategies.*
  - Resulting in an 86% increase in net sales from \$1.6 million, to over \$3 million.
- *Improved web user engagement by 36% in 4 months by fixing user experience.*
  - Demonstrates the importance of user needs and effective communication skills.

## Education

**UX/UI Design Professional Degree | University of Wisconsin-Madison | January 2023**

**Associate of Arts - AA, Art/Art Studies, General | Cape Fear Community College | August 2009**

## Selected Projects

### Estereo | Website

Performed ideation, sketching and wireframing, performed interface design, interaction design, user experience and all of the graphic design. Created numerous prototypes of varying fidelity to test assumptions and concepts.  
Conducted primary and secondary research.

### Guča | Website

Performed website audit, brainstorming and sketching and wireframing. Conducted primary and secondary research and created personas, user flows, and a logo redesign.  
Created high-fidelity screen designs.  
Created video and artwork for website.

## Skills

- Adobe Creative Suite
- Figma
- User Experience Design
- Interaction Design
- Problem Solving
- Illustration
- Communication
- HTML/CSS
- Leadership

## Tools

- Adobe Illustrator
- Figma
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Sketch
- Visual Studio Code