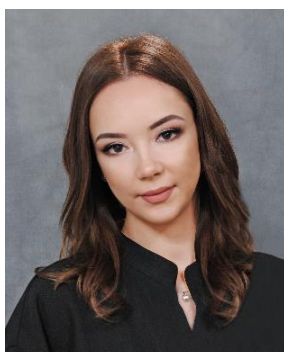


PERSONAL INFORMATION

Bojana Arsenovska – Product designer

📍 Skopje, 1000, Republic of Macedonia

☎ +38971285326

✉ bojana.arsenovska@gmail.com

SHORT PORTFOLIO: https://drive.google.com/file/d/1-4pw_09p1U_mhunkb7ofdyTLG5pvaVT7/view?usp=share_link

LINKEDIN: <https://www.linkedin.com/in/arsenovskabojana/>

BEHANCE: <https://www.behance.net/arsenovskabojana>

WORK EXPERIENCE

October, 2022 Product Designer

SYMPHONY DIGITAL, Skopje, Macedonia (<https://www.symphony.is>)

Design department – FULL TIME

- Affinity diagrams, user interviews, user personas, user flows, user journeys, competitor analysis
- Creating digital products from a scratch
- Creating wireframes, prototypes, and mock-ups for web applications
- Usability testing

August, 2021 Product Designer

March, 2023 CAPTEC ANALYTICS GMBH, Munich, Germany (<https://www.lendary.net>)

Design department – FREELANCE LONG-TERM CONTRACT

- Wireframes, prototypes, and mock-ups for website, mobile app, and dashboard
- Defining typography and colour schemes;
- Creating products from a scratch

September, 2020 UX/UI Designer

September, 2022 CODEART, Skopje, Macedonia (<https://codeart.mk>)

Design department – FULL TIME

- Defining users' pain points, researching, informational architecture, user flows, A/B testing
- Low – Fi & Hi – Fi Wireframes, prototypes and mock-ups
- Defining typography and colour schemes;

- Designing websites, apps, dashboards and sales pages for a variety of brands/clients;
- Responsive designs for any device;
- Case studies for projects showcase
- Analysing heat maps (with HotJar) and information with Google Analytics

WHAT MY WORK DID FOR THE COMPANY

Creating design solutions that improve and increase customers' positive experience. Clients constantly get increased conversion (sale) of their products after creating their website/sales page.

September, 2019

UX/UI Designer

MOOLAY MEDIA, Skopje, Macedonia (<https://moolaymedia.com>)

September, 2021

- Defining users' pain points, researching, informational architecture, user flows, A/B testing
- Low – Fi & Hi – Fi Wireframes, prototypes and mock-ups
- Designing websites and landing pages for a variety of brands/clients;
- Responsive designs for any device;
- Wireframes, prototypes, and mock-ups;
- Analysing heat maps (with HotJar) and information with Google Analytics
- Creating promotional materials (flyers, brochures, business cards);
- Creating ads and posts for social media (Facebook, Instagram).

WHAT MY WORK DID FOR THE COMPANY

Positive feedbacks for the functional and creative designs from happy clients which constantly becomes the regular users of our design and development services. I helped more than 20 business owners to design and redesign their products with prioritizing and emphasizing the most important content with the eye-catching design. Also, I gained at least 60% engagement for our clients' social media profiles in coordination with the marketing team.

September, 2019

UX/UI Designer

KARA5, Skopje, Macedonia (<https://kara5.com>)

December, 2019

CONTRACT (project)

- Defining users' pain points, researching, informational architecture, user flows, A/B testing
- Low – Fi & Hi – Fi Wireframes, prototypes and mock-ups
- Designing and redesigning websites;
- After Effects UI animations;
- Wireframes, prototypes, and mock-ups.

WHAT MY WORK DID FOR THE COMPANY

Positive feedback from clients for their first projects made them to stay at the company on a long run.

January, 2019

Digital Designer / Front-end Developer

–
August, 2019 NOVACODE, Skopje, Macedonia (<https://www.novacode.mk>)

INTERNSHIP + FULL TIME

- Designing low and high-fidelity wireframes, site maps, prototypes and mock-ups (+ coding - HTML5, CSS3, JavaScript, Bootstrap 4, GitHub) websites for a variety of clients;
- Designing and redesigning websites;
- Creating promotional materials (pens, cups/mugs, notes) in order to attract customers;
- Teamwork, meeting with clients, talking about their desires and business ideas;
- Branding and designing logos for exclusive clients.

WHAT MY WORK DID FOR THE COMPANY

Working as a digital designer and front-end developer with clients and resolving product and service issues gave me an incredible opportunity to maintain a 90% customer satisfaction rating for this start-up company.

October, 2017 –
January, 2019 Interior Designer / 3D Visualizer
MM STUDIO, Skopje, Macedonia (<http://mmstudio.mk/>)

INTERNSHIP + FULL TIME

- Developing 2D detailed concept for clients;
- Developing 3D visualizations (renderings/models);
- Creating promotional and presentational materials (flyers, brochures).

WHAT MY WORK DID FOR THE COMPANY

Here I've got an opportunity to work and create directly with the clients. It helped me (and to the company too) to achieve maintaining and enhancing client relationships at one time and identifying their designing needs. The main result was that the clients kept coming back satisfied most of the time with new projects.

EDUCATION

EQF: level 6

September, 2014 –
September, 2018 Bachelor's degree of Science in Design and Technologies of Furniture and Interior
(www.fdtme.ukim.edu.mk/en)

University "Ss. Cyril and Methodius" – Faculty of Design and Technologies of Furniture and Interior Design (Skopje, Macedonia)

- Subjects: Styles and Decoration, Engineering Graphics, Design-Realization, Perspective, 2D & 3D Graphics, Composition/Lighting/Colours, Industrial Design – Cotemporary Trends, Artistic Expression and Plastic Forming, Anthropometry and Ergonomics, Descriptive Geometry, Designing, Planning, Mathematics/Statics, Economics, Management, Market Research, Production Quality Management, Technology of wooden industry.

- For more information's about the program, please take a look at the following link (http://www.fdtme.ukim.edu.mk/en/studies/dfi-study_programme.pdf)

Sept., 2009 – June, 2013

High school degree

PHS "Algoritam Centar" – Skopje, Macedonia

SKILLS

Languages English, Macedonian, Serbian

Communication skills

- Excellent interpersonal and communication skills gained through my experience as an interior designer and UX/UI designer due to meetings with clients and stakeholders;
- Adapting to multicultural environments due to traveling (23 European countries, and 4 American states) and living abroad (USA, Malta);
- Open-minded about every culture and always aiming to learn something new about other cultures;
- Great listener and positive personality;
- Flexible.

Personal skills

- Outstanding organizational skills;
- Ability to handle multiple priorities simultaneously and give priority to the most important given tasks;
- Working in a teamwork environment is my favorite part of the industry;
- Design-Thinking and creative problem solver;
- Adaptability;
- Great ability to work under pressure;
- Self-motivation and decision-making.

Job-related skills

- Time management - doing a specific task in a specific period
- Computing – using special software (Adobe Creative Suite, Atom)
- Creative presenting;
- Eager for self-development as much as possible on a professional level.

Software

- Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe Lightroom);
- Prototyping / wireframing apps: Figma, Adobe Xd;
- Microsoft Office.

ADDITIONAL INFO

Courses and Certifications

- UX Design Foundations – Uxcel

- UX Research Design – Uxcel
- Design Thinking Practitioner - IBM
- Intermediate UX/UI Design - Semos
- Certified UX Professional - AcademyofUX
- Front-End Developer - Seavus
- Adobe Photoshop CC;
- Adobe Lightroom CC;
- After Effects for UX/UI Design;
- Modern Web Design;
- UX Fundamentals;
- UX Foundations: Interaction Design;
- Adobe Xd: Prototyping Tricks & Tips;
- Adobe Xd & Photoshop for Web Design;
- Motion Graphics for Social Media;
- Prototyping for Digital Products and Websites
- Structuring and Organizing HTML5 & CSS3
- Layout in Bootstrap 3
- English language - B2
- German language – basic