Oliver Veljanoski

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EDUCATION

Brainster UX/UI Academy   **Skopje, Macedonia**

Distinction Certificate   *Graduation Date: Oct 2023*

TOOLS, SKILLS & LANGUAGES

Tools: Figma (*Expert*), Adobe Photoshop (*Expert*), Adobe Illustrator (*Advanced*), Adobe Lightroom (*Expert*), Adobe Premiere Pro (*Advanced*)

Skills: Empathy, Time Management, Problem-Solving, Adaptability, Networking, Communication, Collaboration,

Specific Skills: Web Design, Mobile Design, Wireframing, User Flows, Clickable Prototypes, E-commerce design, Landing Page design, Mindmap, Customer Journey Map, Style and Color Guideline creation, Dashboard design

Languages: Macedonian (Native), English (Fluent), Serbian (Fluent)

PROJECT EXPERIENCE

AirCare - Breathe.mk (Hackathon winners)   **Macedonia**

UX/UI Designer   *Oct 2023 - Present*

- Designed and developed a functional prototype of the solution, focusing on delivering a compelling user experience and seamless navigation
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- Created a user-friendly and intuitive admin dashboard
- Conducted A/B tests on various design elements, such as button placements and call-to-action wording, to continually optimize the page for higher conversion rates and engagement
- Implemented intuitive design principles, resulting in a streamlined user flow
- Demonstrated adaptability and problem-solving skills by quickly addressing technical challenges and finding creative solutions to meet project goals within the hackathon's tight timeframe
- Successfully pitched our project to the stakeholder, effectively conveying the problem, solution, and potential impact, resulting in recognition and a top ranking in the hackathon

Marinov Design   **Macedonia**

UX/UI Designer   *Sep 2023 - Oct 2023*

- Conducted in-depth user research to understand the target audience's preferences, buying behaviors, and expectations when shopping for handmade jewelry
- Emphasized a mobile-first design strategy to cater to the growing number of mobile shoppers, ensuring that all interactions were smooth and intuitive on smaller screens
- Ensured the page was responsive, providing an equally engaging and user-friendly experience on various devices, including mobile phones and tablets
- Crafted compelling product descriptions that highlighted the unique craftsmanship and materials used, aiding customers in making informed purchase decisions
- Streamlined the checkout process with minimal steps, integrating secure payment options, and offering guest checkout for convenience
- Conducted A/B tests on various design elements, such as button placements and call-to-action wording, to continually optimize the page for higher conversion rates and engagement
- Diligently followed a predefined color palette provided by the client, ensuring consistency in brand identity and aligning the design with their visual guidelines

Wslahh   **Qatar**

UX/UI Designer   *Aug 2023 - Sep 2023*

- Conducted comprehensive user research to understand target audience needs, preferences, and pain points
- Constructed a comprehensive user journey map, detailing the step-by-step interactions and touchpoints users have with our product or service
- Conducted a comparative analysis by evaluating competitor products and services, identifying strengths and weaknesses to inform our own design decisions and enhance our competitive edge in the market
- Implemented intuitive design principles, resulting in a streamlined user flow
- Developing wireframes and interactive prototypes to visualize and iterate on design concepts, fostering a user-centric approach

Rade Jovchevski - Korchagin (Hackathon Winners)   **Macedonia**

UX/UI Designer   *Jul 2023 - Jul 2023*

- Conducted rapid user research and competitor analysis to identify a gap in the market and define a unique problem-solving approach
- Designed and developed a functional prototype of the solution, focusing on delivering a compelling user experience and seamless navigation
- Collaborated closely with team members to manage time efficiently, prioritize tasks, and adapt to changing requirements and constraints during the event
- Demonstrated adaptability and problem-solving skills by quickly addressing technical challenges and finding creative solutions to meet project goals within the hackathon's tight timeframe
- Successfully pitched our project to the stakeholder, effectively conveying the problem, solution, and potential impact, resulting in recognition and a top ranking in the hackathon

Texxano   **Macedonia**

UX/UI Designer   *Jun 2023 - Aug 2023*

- Thoroughly researched user needs, preferences, and pain points to guide the project's design direction, leveraging Material UI as a design framework
- Developed user personas and journey maps to visualize the user experience and identify crucial interaction points for improvement
- Utilized Material UI's design guidelines, encompassing typography, color palettes, and iconography, to establish a visually appealing and coherent interface that aligns with Material Design principles
- Successfully delivered a user-centric design solution, enhancing the overall user experience and contributing to improved user engagement and satisfaction metrics

Happenize   **Qatar**

UX/UI Designer   *Jun 2023 - Jul 2023*

- Utilized UI design best practices, including typography, color palettes, and iconography, to establish a visually appealing and coherent interface
- Successfully delivered a user-centric design solution, resulting in an enhanced overall user experience and contributing to improved user engagement and satisfaction metrics
- Fostered close collaboration with cross-functional teams, including developers and product managers, ensuring design alignment with project objectives and constraints
- Crafted wireframes and interactive prototypes, continuously refining the user interface through iterative testing for optimal usability

Mavrovo365   **Macedonia**

UX/UI Designer   *May 2023 - Jun 2023*

- Conducted comprehensive user research to understand target audience needs, preferences, and pain points
- Implemented intuitive design principles, resulting in a streamlined user flow
- Developed wireframes and interactive prototypes to visualize and iterate on design concepts, fostering a user-centric approach
- Conducted usability testing sessions with real users to gather valuable feedback and refine the user interface

- Implemented responsive design principles to ensure a consistent experience across various devices and screen sizes
- Actively participated in design critiques and feedback sessions to continuously enhance the design and address stakeholder requirements
- Collaborated with stakeholders to define project goals, scope, and success criteria, ensuring alignment with business objectives

IFES (Hackathon) **Macedonia**

UX/UI Designer *May 2023 - May 2023*
- Conducted rapid user research and competitor analysis to identify a gap in the market and define a unique problem-solving approach
- Designed and developed a functional prototype of the solution, focusing on delivering a compelling user experience and seamless navigation
- Demonstrated adaptability and problem-solving skills by quickly addressing technical challenges and finding creative solutions to meet project goals within the hackathon's tight timeframe