Vlatko Bumbaroski

UI/UX DESIGN PRODUCT DESIGN

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PROFESSIONAL SUMMARY

High-performing UI/UX Designer with a passion for design, a strong background in visual design, and user-centered ideas. Highly creative and detail-oriented, as a result of 4 years of experience creating user interfaces that are both aesthetically pleasing and useful design concepts. Confident in ability to collaborate with cross-functional teams to solve complex, high-steak problems, with the capacity to convert difficult design requirements into clear, workable solutions, devoted and committed to continuous improvement and contributing to team success that satisfies both user and corporate needs. Create usable design concepts, interaction, visual design artifacts, and accessibility standards.

AREA OF EXPERTISE

PROFESSIONAL SKILLS

- Figma / Sketch
- Adobe Xd
- Balsamiq
- Illustrator / Photoshop

TECHNICAL SKILLS

- Collaboration
- Web Design
- Empathy
- Product Design

LICENCE & HOBBIES

- Watchmaker
- Antique Collector
- Product Photographer
- Driving License B

CAREER HIGHLIGHTS

Improving key metrics like conversion rates by 11% in GDPR Local, user engagement, and general customer satisfaction and delivering a positive impact on a business by 28%.
As a result of A/B testing, the GDPR Local portal content was upgraded and managed to increase engagement and Data Breach Resolutions by 43%. Creating a Design for an AI model for the GDPR Local Portal. Trained to engage and stay up to date with industry trends and technologies and continuously improve design skills through continued education and professional development. Working on 2 SaaS portals. Collaborative and confident individual building strong relationships with cross-functional teams, such as product managers, developers, and stakeholders. Was able to achieve the average lead conversion rate by 8.6% through the use of targeted campaigns, optimized landing pages, and enhanced lead qualifying procedures, which resulted in a rise in the number of qualified leads and sales prospects at https://sopro.io/

To identify usability issues, as part of my team, we conducted more than 40 task success rates in a study to see what percentage of users were able to complete a task. Monitoring and measuring the success of UX activities on the portal is done using KPIs.

PROFESSIONAL EXPERIENCE

SOPRO   **August 2022- Present**
UI/UX DESIGNER   **England, Brighton**

- Revamped website flows and navigation menus, reducing the frequency of misdirected customer service queries by 30% and increasing traffic to the portal.   https://gdprlocal.com/
- Designed a new feature to allow customers to manage SARs, breaches, complaints, and regulator investigations in a self-service way which resulted in 5K Data Breaches being resolved over 8 months.
- Contributed to the construction of a design for an AI model. Client successfully integrated AI feature for sorting requests automatically.
- Creating a new product called Document Management, our Compliance Hub includes a Document and Task Management function which was wildly successful and resulted in 90+ new organizations being created by customers in just 8 months by enhancing the user onboarding process.
- By redesigning the two-factor authentication (2FA) experience on the GDPR Local Portal. Grew the 2FA adoption from 5% to 71% on GDPR Local accounts in 8 months.
- Created A/B testing strategies for a content layout to increase organic sign-ups for the portal, resulting in 900 sign-ups and a 43% quarter-to-quarter growth. Collaborated with Product Managers and Stakeholders to optimize results.

TIVIUS   **May 2019- July 2022**
UI/UX DESIGNER   **North Macedonia, Kavadarci**

- Reduce design costs by 25% by creating a plan to merge related products into one, more streamlined product.
- Manage resources, schedules, and budgets for design projects, ensuring projects are completed on time and within budget. Conduct research and testing to attract and retain a new target audience.
- Audited 50+ screens in end-to-end testing and visual quality assurance, and identified all experience gaps to triple monthly page views, refining wireframes and prototypes.
- Contributed to the development of user personas, user journeys, and other design artifacts that informed design solutions.
- Mentored 14+ students with no previous experience in design, and led structured weekly meetings and individual evaluations.
- Leveraged a developmental approach to managing a team of 4 collaboratively identifying and implementing training and growth opportunities to help further their career.

- Serving and Viking as 7-star cruise ship.

CERTIFICATIONS

GOOGLE PROFESSIONAL CERTIFICATE

- Responsive Web Design
- Design a User Experience for Social Good
- UX Design Process
- Foundations of User Experience Design
- Build Wireframes and Low-Fi. Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fi. Designs and Prototypes in the Figma

UNIVERSITY OF MICHIGAN   ## LEAD ACADEMY

- UX Principles and Processes   Professional Graphic Design

UNIVERSITY OF MINNESOTA   ## COURSE CENTRAL

- Introduction to UI Design   UI/UX Design

FUTURE LEARN

- UX Design

EDUCATION

SS. CYRIL AND METHODIUS   **Sept. 2014 - Oct.2018**
Major / Field of study: Faculty of Electrical Engineering and Information   **North Macedonia, Skopje**

QUALIFICATIONS

- Team coordination
- Testing
- User Interviews
- Usability Testing
- Journey Mapping
- Task Analysis
- Observation
- Prototyping
- Communicate Clearly
- Flexibility
- Copywriting
- Wireframes
- Competitive Analysis
- Task Flow
- Familiar with HTML / CSS
- Development
- Innovative
- Teamwork
- Information Architecture
- Design Principles
- Storytelling
- Presentation Skills
- UX Design
- User Experience
- Usability Design
- Mockups
- Interaction Design
- Visual Design
- Responsive web design

TECHNICAL PROFICIENCY

Communication skills, Vision, Research, Collaboration and Feedback, Communication, Excellent UX Design skills design, accessibility, processes, and more, Experience mentoring, and ability to switch quickly from blue sky ideation to tactical thinking.

Portfolio: https://vbumbaroski.wixsite.com/vbumbaroski-resume