

DANCHO JOSIFOV

Senior UI/UX Designer

UI/UX designer with experience creating, delivering, and supervising digital projects such as mobile apps, websites, and cloud platforms. An experienced, analytical, creative, problem solver and results-driven designer with a creative eye and strong knowledge in UI/UX, user-centered design, and design thinking.

CONTACT

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LANGUAGE

English
Professional working proficiency

Macedonian
Native proficiency

German
Elementary proficiency

WORK EXPERIENCE



Adeva, Skopje
2019 - present

Senior UI/UX Designer

- Worked with the internal product team to completely rebrand Adeva's identity, to better match their mission and vision.
- Worked closely with the development team to ensure pixel-perfect implementation.
- Built wireframes and interactive prototypes to evaluate flows.
- Worked with the community manager to produce marketing assets.
- Improved monthly page views (+100%) and reduced the bounce rate (-20%) as a result of the design work.

Technologies: MailChimp, Google Analytics, Photoshop, Adobe XD, Figma, Illustrator, Canva, Adobe InDesign



EXTFOX, Kavadarci
2017 - 2019

UX / UI Designer, Graphic designer

- Worked directly with the CEO and led the design of a digital ad service.
- Responsible for the whole design process: from early product development/roadmap, through all stages of design to product launch, leading to a new revenue stream for the company.
- Designed and prototyped a social network named "Guidance Guide" with over 5000 product reviews and guides, aimed for parents.
- Designed and animated over 300 Google Ads compliant banners.
- Acted as the steward of the brand and ensured nothing damages it.
- Brought the company up to speed with today's design standards leveraging modern design methodologies and practices in user experience and interface design as well as research.

Technologies: Firebase, Photoshop, Sketch, Adobe XD, Illustrator, Adobe Animate, SocialEngine

Freelance
2015 - present

UX / UI Designer, Graphic designer

- Created the branding, positioning, and visual communication for a yearly outdoor cycling festival, with over 6000 yearly visitors.
- Helped craft and elevate digital products and have brought ideas into reality with a smart, well-designed, human-centered process.
- Provided guidance and consultation to various companies and entrepreneurs to elevate UX, UI, and product design using best practices and design thinking methodology.
- Designed hundreds of social media ads for global companies.

COURSES

Microsoft
2016

Programming in HTML5 with JavaScript and CSS3
Course number 20480

Microsoft
2016

Developing ASP.NET MVC 4 Web Applications
Course number 20486

Microsoft
2016

Developing Windows Azure and Web Services
Course number 20487

EDUCATION

Ss. Cyril and Methodius
University - Faculty of
Mechanical Engineering
Sep. 2010 - Jun. 2016

Master degree
Master of Science in Industrial Design and Marketing

University "Goce Delcev" -
Faculty of Natural and
Technical Sciences
Sep. 2007 – Sep. 2010

Bachelor's Degree
Baccalaureus, NQF VI B, Computer Design Engineering

SKILLS

Expertise

Product Design, Web Design, UX prototyping, Wireframing, UI Design, Branding

Tools

AdobeXD, Figma, Photoshop, Illustrator, InDesign, Adobe Animate, Sketch

Languages

HTML5, CSS3