

JANA ADAMOVIC

UI/UX designer



PROFILE

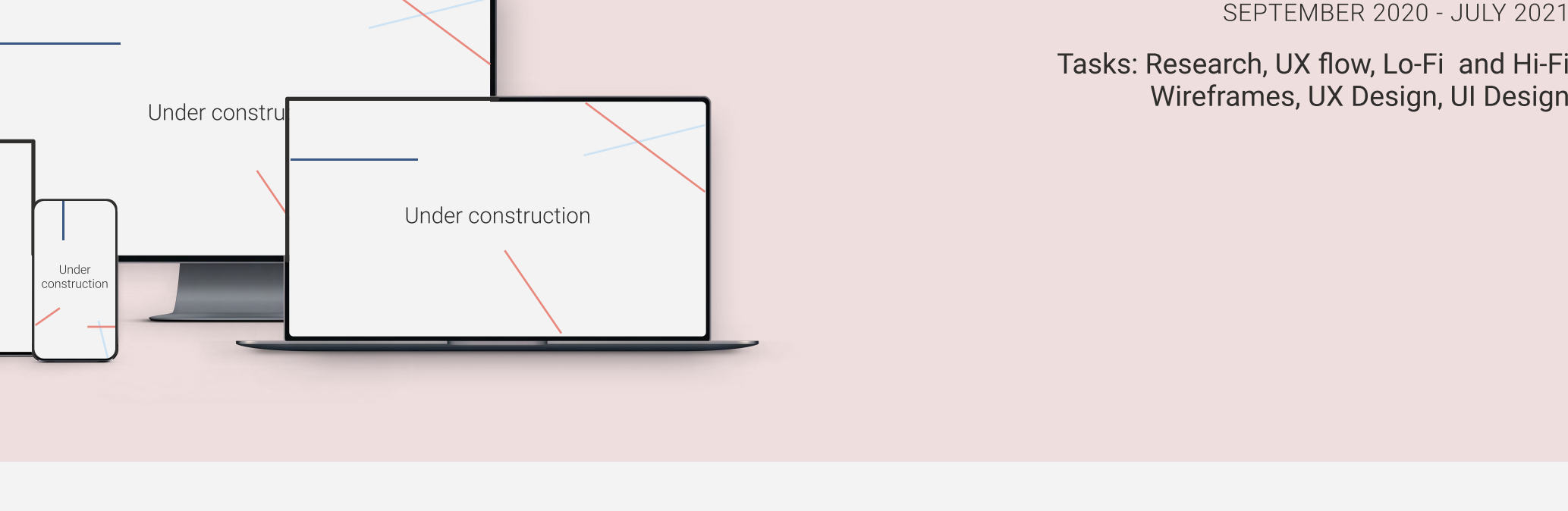
DESIGN ENTHUSIAST. DOG LOVER.

Hi, my name is Jana, and I am a UI/UX Designer. As a **Computer Science** student, I first learned about web design at uni, and along the way, I discovered the broad spectrum of designing - leading me to what I know today. I believe my **empathetic** personality has made it much easier for me to understand users' needs and clients' expectations.

I consider myself a **creative** and a very **detail-oriented** person.

PROJECTS

**Please note that due to NDA, I am not at liberty to reveal many details, but willing to further discuss my performance on the project*



CARE HOMES PLATFORM

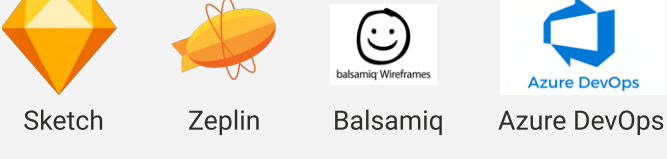
SEPTEMBER 2020 - JULY 2021

Tasks: Research, UX flow, Lo-Fi and Hi-Fi Wireframes, UX Design, UI Design

CHALLENGE

Improve the UI and UX of an already existing design of a multifunctional platform that connects care givers and care receivers.

TOOLS



ACTIVITIES

Even though the initial designs were created, there was a need of reversing the whole process, due to lack of defined components and a style guide, which I created and was able to continue with redesigning and improving the platform.

• Style guide

- I structured and visualised all the main elements used throughout the platform
- Emphasised the primary and secondary colours and the general brand colour palette
- Presented the typography hierarchy

• Sketches & Wireframes

- Generated design and interaction ideas for new functionalities
- Took part in creation of wireframes in Balsamiq
- Closely collaborated with FE and BE developers in order to achieve mutual agreement for the designs

• UX

Worked closely with the clients in order to understand their business perspective and thus create a UX that follows the idea and serves the right audience

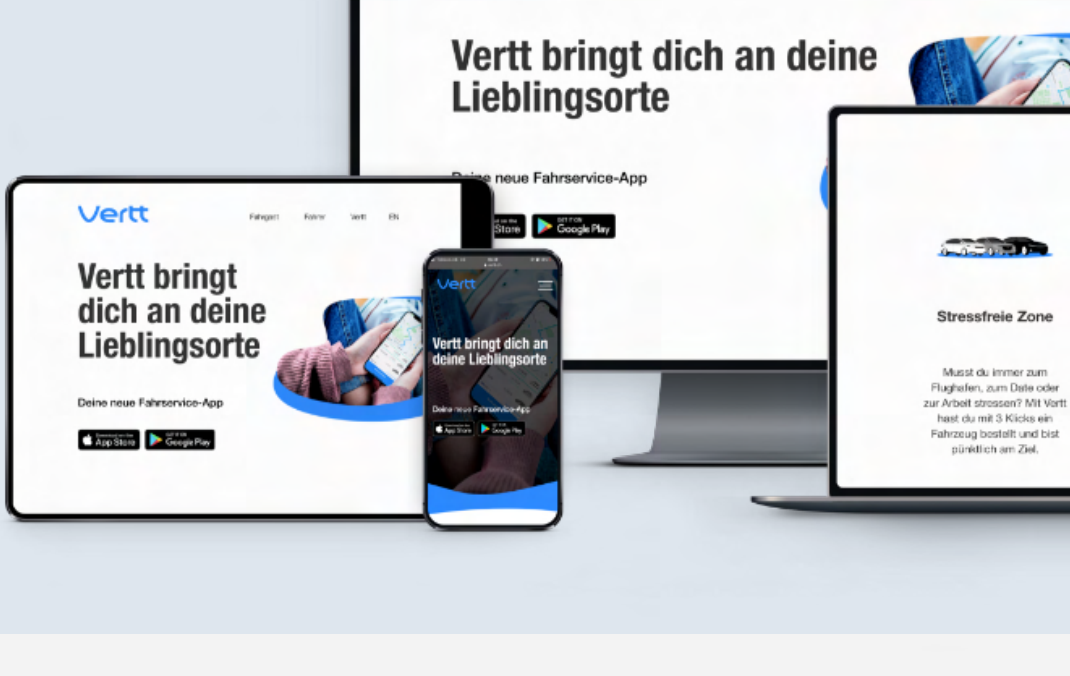
• UI

- Using the styles we agreed on, I created all of the final designs in Sketch
- Uploaded them to Zeplin, for easier collaboration between design and development teams
- Received feedback from the clients and improved/changed design accordingly

VERTT

2019 - 2020

Tasks: Research, Interaction Design, Visual Design, Lo-Fi Wireframes, Hi-Fi Wireframes, Prototyping



BACKGROUND

Vertt is a Swiss technology start-up and a ride-hailing app that provides high technology transportation solutions for both drivers and passengers.

Working in a start-up environment means constant learning and upgrading, and that is exactly what I found most exciting. Starting off in the field of digital marketing, I gained significant user knowledge, which further helped with understanding user's needs and expectations.

Along the way, I switched to UI/UX Design and that's when the magic happened.

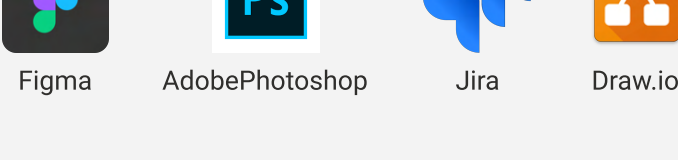
CHALLENGE

After analysing the different user personas and competitors methods of reaching their users, it was on me to improve the existing design. The goal was to create a more clear and bolder look - to match the brands archetype and voice.

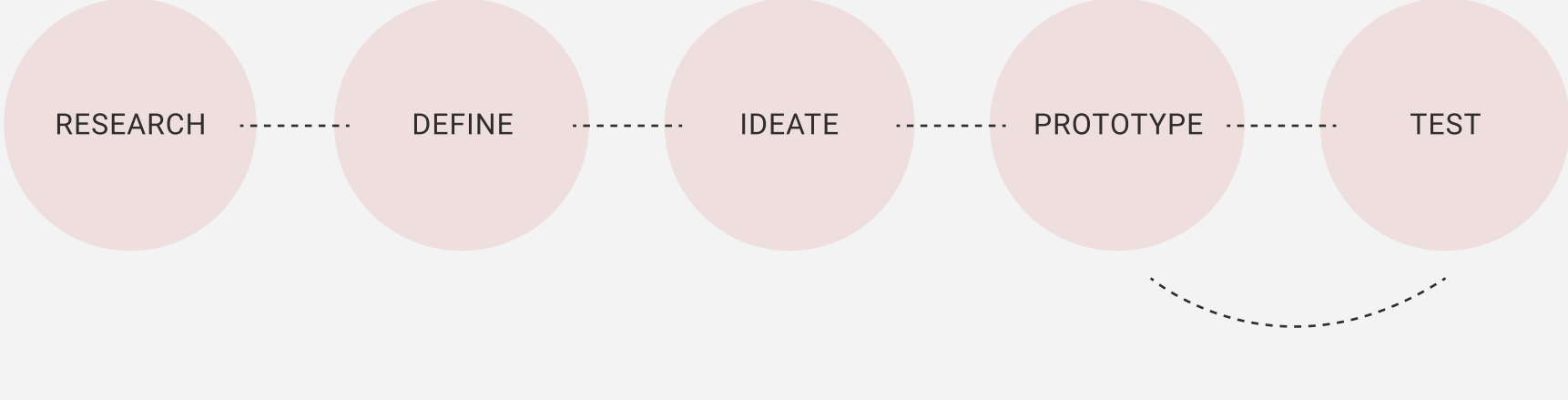
TEAM

I worked in close coordination with the Graphic Designer in order to make decisions on GUI's and all creative aspects; the Marketing Team - when deciding on the right user persona and customer journeys; and the Development Team, to deliver the optimal solution for the website.

TOOLS



THE PROCESS



ACTIVITIES

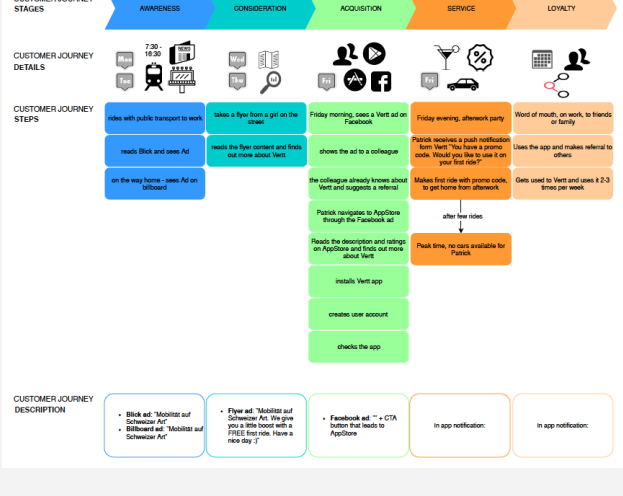
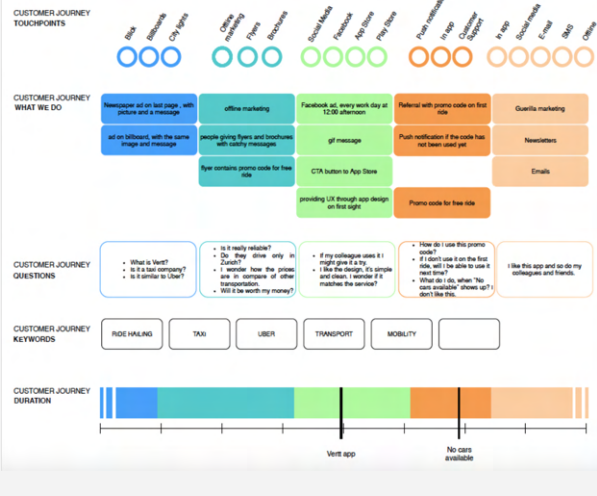
UX Activities I've taken throughout the process, in order to get to one final design solution

• Analytics

- I collected and evaluated data from the existing website, to understand user behavior and further optimize the new design

• User Personas & Customer Journeys

- Created scenarios based on previously collected data
- Mapped key tasks to ensure they are easy to accomplish and require minimum steps
- Created UML diagrams and flow charts



Customer journey

• Information Architecture

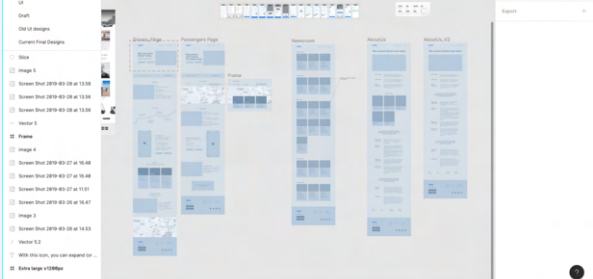
- Structured information in a way that best meets user and business needs

• Prototyping

- Presented the idea in an interactive way that is easily understandable and suitable for user testing

• Sketches & Lo-Hi Wireframes

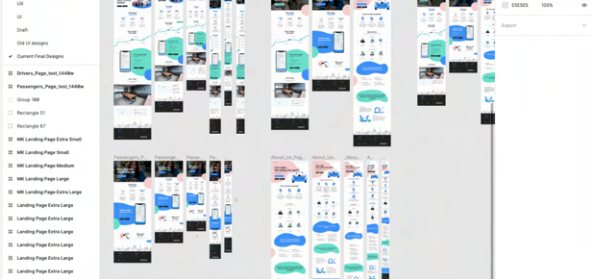
- Generated design and interaction ideas
- From simple paper wireframes, to spicing up the UX with some UI using Figma
- Then performed tests and refined the ideas, until agreeing on one



1. Starting UX



2. First look of the new UI



3. Final look of the website

LET'S CONNECT

/jana-adamovic

jana.adamovikj@gmail.com

+38972254984