



Adis Hasanovic

adishasanovic96@gmail.com

adishasanovic.com

Bosnia and Herzegovina (CEST)

"The screen is a magic medium."

Stanley Kubrick

Skills

Interface Design
UX Design
Web Design
Graphic Design
Creative Direction
Copywriting
Content strategy
Product Strategy

Software

Figma
Sketch
Adobe CC
Chrome
MacBook Pro

Process

Research
Writing
Mockups
Explanation
Implementation
Metrics

Medium

Web app
Tablet app
Mobile app
Cross-platform app
Marketing website
Icon
Presentation
Startup

FREELANCE

Product Designer

stackerhq.com

Feb 2021 - May 2021

Remote

During that time, Stacker (stackerhq.com) was an early-stage startup with 10-20 people working remotely, with headquarters in London, and backed by Andreessen Horowitz, Initialized Capital, and YCombinator (S20).

- Reporting to and collaborating with CEO and CTO, designed UX and UI of a web app that makes it easy for anyone to create apps without coding — focusing on custom business software (for CRM, Project Management, etc.) based on existing data in connected data sources (from Airtable, Google Sheets, etc.)
- Created and maintained a design system in Figma
- Created visual assets for a marketing website and contributed to copywriting
- Developed HTML/CSS of email templates
- Worked with software engineers to ensure proper implementation of design features and improvement of developed features

FREELANCE

Product Designer

flowdash.com

Aug 2020 - Dec 2020

Remote

During that time, Flowdash was a 2-person startup with headquarters in San Francisco. Founded by early employees at Gusto, backers include YCombinator.

- Reporting to and collaborating with founders, designed UX and UI of a web app that enables anyone to make web apps, without coding, for business processes. After 4 months, completely redesigned version of the product was launched and became #2 product of the month on ProductHunt, with almost 3k upvotes, and everyone who tried it was able to get onboarded and create an app without any assistance from support.
- Created new images for promoting new version of product on Flowdash's website and on ProductHunt.

FREELANCE

Product Designer

stackerhq.com

Feb 2020 - May 2020

Remote

During that time, Stacker (stackerhq.com) was an early stage startup with 5-10 people and headquarters in London, backed by Pentech.

- App theme explorations
- Made lots of visual UI changes without adding too much development work
- Worked on UX and UI design of a web app that enables anyone to make web apps without coding
- Created and maintained a design system

EMPLOYMENT

Product Designer

teamscope.io

Nov 2018 - Jan 2020

Tallinn, Estonia

During that time, Teamscope (teamscope.io) was an early-stage startup with less than 10 people. Backed by TechStars, SAP, BlackPearls and Jaan Tallinn (co-founder of Skype).

- Reporting to and collaborating with PM and CEO, worked on the UX and UI design of a web app that collects data about people's characteristics (personality, values and competencies) to help companies make better decisions in hiring, teambuilding and employee onboarding.
- Designed and developed the marketing website on 2 occasions. From content strategy (in collaboration with founders and PM) and copywriting to visual design and HTML/CSS. Increased bookings of demo from 5 to 30 avg. per month.
- Created and maintained a design system
- Designed visual assets for sales and marketing (presentation slides, documents, business cards).
- Made 2 promotional videos (30-second and 3-minute length). Led the process from writing the script in collaboration with founders, to hiring and directing voice-actor, to creating a video using mockups, voiceover and stock music.

FREELANCE

Product Designer at Garage48 hackathon

ziticity.com

Jun 2019 (3 days)

Tallinn, Estonia

I joined CEO and CTO of ZITICITY (ziticity.com) at a 3-day hackathon hosted by Garage48 and Superangel VC in Tallinn, Estonia. More than 100 teams applied, 15 teams competed, we won. It led to Superangel backing ZITICITY.

- Designed UX and UI of a process of scheduling a delivery
- Designed a coming-soon page and a marketing website
- Developed HTML/CSS

FREELANCE

Product Designer

Fuel

Jan 2018 - Mar 2019

Tallinn, Estonia

During that time, Fuel was a 3-person startup with headquarters in San Francisco, backed by 500 Startups.

First 2 months, Fuel hired me to work on a new product idea called Tides, a blockchain powered platform that decentralizes health insurance by enabling groups of people to form their own insurance pools. I designed a landing page and business card and was about to start working on the product, but they discontinued it. Then they started on a new product idea called Portal, a Mac-based app for storing, transferring and exchanging cryptocurrencies, of which I designed product, logo and marketing website.

FREELANCE

Product Designer

Engine eCommerce
Oct 2017 - Jan 2018
Remote

During that time, Engine eCommerce was a 5-person startup at early stage with headquarters in US, backed by Fund for Arkansas' Future. Engine was providing a web app that enables anyone to set up and run an online store.

FREELANCE

Product Designer

meitu.com
Jun 2017 - Aug 2017
Remote

During that time, Meitu was a startup at Series C with headquarters in China. I was hired by their LA-based team to design a set of infographics.

FREELANCE

Product Designer

liftigniter.com
Jan 2017 - Apr 2017
Remote

During that time, LiftIgniter (liftigniter.com) was a 5-person startup at early stage with headquarters in San Francisco. Backed by YCombinator. LiftIgniter was providing an API that creates content recommendations that are relevant to app's users.

FREELANCE

Founder

Typen
Jul 2016 - Dec 2016
Remote

Typen was a distraction-free writing app. I designed UI and UX, as well as the marketing website and ads. I also recruited a developer, bootstrapped development and advertising. More than 2000 signups within 2 months, positive feedback on product sent from amateur novelists as well as a professional dramaturge. I discontinued it due to high cost of maintenance and to focus on freelancing, but I learned about the difficulty of finding a marketing message after the product has been designed and built, and of continual support to the customers.

FREELANCE

Product Designer

Helpjuice
Jun 2016 - Aug 2016
Remote

During that time, Helpjuice was a 6 person startup, backed by TechStars.

- Worked on the UI/UX design of building and managing a knowledgebase
- Designed a marketing website
- Designed a logotype

FREELANCE

Product Designer

Fuel
Jan 2016 - Jun 2016
Remote

During that time, Fuel was a 2-person startup at early stage with headquarters in San Francisco. Backed by 500 Startups. Fuel was a digital health startup that built algorithms for recommending food based on data about a user. I worked on Foodmunk, an iOS app that helps user stay healthy and fit by making sure that the next meal is the most perfect (that provides healthy, but also variety based on previous meals that the user had).

FREELANCE

Product Designer

Helpjuice

Nov 2015 - Dec 2015

Remote

During that time, Helpjuice was a 6 person startup, backed by TechStars.

- Worked on the UI/UX design of building and managing a knowledgebase
- Designed a marketing website
- Designed a logotype

FREELANCE

Web Designer

MultiplyLabs

Oct 2015 - Nov 2015

Remote

During that time, MultiplyLabs (multiplylabs.com) was an early stage startup with headquarters in San Francisco, backed by YCombinator.

- Designed a landing page that announces MultiplyLabs product, which is a customizable pill with supplements for health and energy

FREELANCE

Product Designer

Kamcord

Jun 2015 - Sep 2015

San Francisco, CA

Kamcord (medium.com/@Kamcord/were-joining-lyft-d1bb6523ac90) was a 40-person startup at Series A, with headquarters in San Francisco and offices also in China and Japan. Backers included by YCombinator and Tencent Holdings.

- Designed UX and UI of a Kamcord.com (web app to watch gameplays and livestreams of mobile games), Kamcord's Android Broadcasting (way to host a livestream of a mobile game, from the phone while playing a mobile game on it), and Kamcord's UI/UX of watching gameplays and livestreams on iOS.
- Made quick visual UI changes to various parts of Kamcord's mobile products.
- Designed app icon of Kamcord's iOS and Android app.
- Designed visual assets for promoting Kamcord in iOS App Store, and for promoting top mobile gamers in Kamcord's platform.
- Completed the scope of work in 4 months which was expected to be completed in 8 months, which was approved by Senior Designer, PM and founders, and all went into live products.

EMPLOYMENT

Product Designer

branded.me

Aug 2013 - May 2015

San Francisco, CA

During that time, Branded.me was a bootstrapped early-stage startup with 3-6 people, with headquarters in San Francisco. From Aug 2013 to Aug 2014, it was called Mobiley, and we were building a mobile website builder, but it was discontinued due to poor development work done by an agency. From Sep 2014 to May 2015, we were building a personal website builder — launched after 6 months, 300k websites generated within 3 months.

- Designed UI/UX of an editor
- Designed web themes
- Designed logotype and marketing website

CONTRACT**UI Designer**

weebly.com

Jun 2012 - Jun 2013

Remote

During that time, Weebly (weebly.com) was a startup at Series B with headquarters in San Francisco. Backed by YCombinator and Sequoia Capital. From 250+ that applied, I was selected to be one of 10 web designers to design first mobile-friendly set of templates that would be offered to Weebly's 10m+ users. Reporting to an in-house designer at Weebly, I delivered more than 15 original themes that Weebly included in their official offering and featured on their blog. I was 16 years old, and saw the power of software — that it's possible to create something that could be used by millions of people, while going to high school and working from a bedroom.

FREELANCE**Product Designer**

Helpjuice

Jun 2012 - Jun 2013

Remote

During that time, Helpjuice was a 3 person startup, backed by TechStars, building a web app that makes it easy to build internal knowledgebase and external helpcenter.

- Designed UI/UX of building and managing a knowledgebase
- Designed web themes of help-center pages that could be published via Helpjuice from knowledgebase data
- Designed a marketing website
- Designed a logotype

FREELANCE**Product Designer**

turboBOTZ

Jun 2011 - Jun 2012

Remote

During that time, TurboBOTZ was an early-stage startup headquartered in Chicago, with \$250k raised, backers include The Brandery. TurboBOTZ was building a product called Playmonks, that helps the user find new games based on what they and their friends played. I was 15 years old and it was an eye-opening opportunity, after playing with Photoshop and designing fictional websites and logotypes for 2 years prior to that.

- Designed UI/UX of a web app
- Designed logotype when turboBOTZ was renamed to Playmonks