



Who am I

At the edge of sanity is where creativity is born. A place where dreams forge the lucidity of shapes and colours, creating what one would call Design. A base for the mind, peace of thoughts. An illusion of reality, guiding lines for knowledge, skills and tools in creating functional art humans not only see but feel.

My name is Amar Topčić,
And this edge is where I am home!

My journey so far

Web Designer/Developer
Green River Media 2011 - 2012

UX/UI Designer / Front-end Developer
Dapresy 2013 - 2018

UX/UI Designer / Front-end Developer
Softray Solutions 2014 - 2018

Senior UX/UI Designer
Cylo Media 2018 - 2019

Head of Design - Wecast (UX/UI)
Wetek 2019

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NEXT
WORK OVERVIEW

OVERVIEW



How I do stuff

1. Product Design
Project: AIO Lounge
2. Design process
Project: AllexisEdu
3. Design systems
Project: AllexisEdu
4. Cross platform design
Project: WeCast
5. UI design - detailing
Project: Various
6. Code Demos
Project: Various

Product Design - UX research

Project files: <https://drive.google.com/open?id=1GvBI8FqXaRZesZ1JEewHnJt3iRmwT-58>

The AIO Lounge was a project intended to be a platform for brand campaigns media consumption. There was no strict project definition, just a **plain idea** from the stake holders. I've done a full detailed **market competition analysis** to bring the current state of market closer to the stake holders. After that I created a detailed **high level persona list** with all the possible platform accessing and usage. Conducted **interviews** with multiple potential end users and created detailed **persona profiles** (names changed due to NDAs). After the personas were in place I created a **user flow map**, which would describe each of the platform features and could be forwarded to my design team for further detailed development of wireframes and prototypes.

Google Play - General

Home page: The home page consists of a couple of main elements.

1. Brand (Logo): The brand logo is located at the top left corner of the page.

2. The Search bar: The search bar is located right after the logo, used for the user providing an account or category.

3. The Navigation: The navigation bar is located at the top left part of the page, beneath the brand logo.

4. Content Feed - Home view: The home page displays a grid of cards representing various content types.

5. Content Feed - Music Library: The music library view displays all stored content grouped by a couple of categories with available filters to explore the sorting and finding the content the user wants.

6. Content Feed - Recents: Recents feed displays all recently played content.

7. Content Feed - Top Charts: Top charts are generated based on the statistics of consumed content within the specific category.

Persona 1: Joel Marsden

ABOUT: Joel is a graduate student at UCLA who decided to move to Europe to experience the culture. He works as a Freelance Game Developer and needs focus to be fully committed to creating amazing products.

NEEDS:

- Find calming music so he can stay focused in a noisy office.
- Create his own playlists so he doesn't always have to search for more music.
- Get some new suggestions to not listen to the same songs too often.

FRUSTRATIONS:

- Listening to the local media gets repetitive as the same songs come after a while.
- Keeping his mobile library in sync with his Web Library.
- Having to switch between different apps to get to different content.

CURRENT FEELINGS: Stressed, Annoyed

PERSONALITY: Passionate, Motivated, Organized, Creative

Persona 2: Sofie Lilletvedt

ABOUT: Sofie is a teacher at the secondary school in Linköping with focus on Social studies and Psychology. She is always looking for ways to keep herself well informed about her fields, at every bit of free time, even between her classes.

NEEDS:

- Access to audiobooks so she can do paper work while listening.
- Relaxing music so she can have a rest after all classes are done for the day.
- A variety of eBooks from her study fields with suggestions for new ones.
- Synchronized library so she has access to her content even on the PC at her school.

FRUSTRATIONS:

- Time consuming manual playlist creations.
- Searching for music, audiobooks and eBooks on different platforms.

CURRENT FEELINGS: Energized, Invigorated, Thoughtful

PERSONALITY: Generous, Philosophical, Sympathetic, Amiable

Persona 3: Martina Unger

ABOUT: Martina is a fitness teacher leading small groups of people who keep their healthy life on track. She knows how much ones life can improve just by showing commitment, even in the form of training. Being lead and support for her classes.

NEEDS:

- Find music by genre that will suit her trainings, and recommended songs to go with.
- Create a playlist, playing and sharing them with her students.
- Themed radio stations to fit her training style with music.
- Read all sort of fitness books that contain useful resources.

FRUSTRATIONS:

- Time consuming manual playlist creations.
- Searching for music, audiobooks and eBooks on different platforms.

CURRENT FEELINGS: Exhausted, Appreciated, Ecstatic

PERSONALITY: Adventurous, Considerate, Persistent, Reliable

Persona 4: Lucas Binet

ABOUT: Lucas is a IT student aiming to have something meaningful to their world. He is always thinking about how to improve the world and the way of living. Already owning a small online business he is on the lookout to a new adventure. An Entrepreneur in the making.

NEEDS:

- Ebooks and audiobooks to improve his leadership skills and listen to different experiences.
- Music to keep him motivated during work and studying.
- Creating playlists to suit his current workload.
- Read all sort of fitness books that contain useful resources.

FRUSTRATIONS:

- Not being able to create mixed playlists that consist of audiobooks and music.
- Always being disrupted in his dorm room by the usual students noise.

CURRENT FEELINGS: Exhausted, Doubtful, Thrilled

PERSONALITY: Determined, Creative, Daring, Charismatic

NEXT
DESIGN PROCESS

Design process

Project files: <https://drive.google.com/open?id=1QFSpJn4wPOnGVn0R46I8qbQE3hxaEJv2>

Under the mentorship of Giannis Anastasiadis I took the journey of developing and leading the design team for the brand new AllexisEdu product which was meant to help teachers improve their classes, tests, and student trackings. After a bunch of internal meetings with the board and PO's I wrapped my head around the general idea of the product, defined the **Goals**, the **Hypothesis**, the **Assumptions** and the **Methods** and kicked off with the team:

1. Introduced the design and development team to the defined project data and started organising daily brainstorm sessions to figure out features that we would include using the defined **Methods** to prove or reject the **Assumptions** that were defined.

The process included 10 minutes of silence for everyone to come up with feature ideas and put those into a **Importance/Effort Matrix** through team votes.

2. Conducted user research by speaking every week directly to a test base of users (teachers) for the product, talking in detail about their usual days and approach when it comes to testing and marking the students. Mostly introduced them through small **sorting games** to the planned features we defined to see their response and for them to be able to evaluate the importance of the presented features.

4. After we gathered enough information from the research I started defining a minimalistic **style guide** for the team to follow during the next step of the process. We were not completely sure about the style but it had to be done for everyone to stay as close as possible while working separately on different features.

4. I decided to skip the usual **low fidelity wireframes** and directly started working on **high fidelity screens** with the team. This decision was made based on the response from the users test group since they were mostly older people who would have a hard time figuring out basic wireframes.

5. After completing three of the biggest features of the project I again spent time talking to the test base, presenting them **the solutions** we found and figuring out by their response which of the predefined **Assumptions** were right and which not. Sometimes you figure out it's a bigger difference than you expect from your ideas to what the users actually expect.

6. At this point we had the main design parts in place, adjusted to the users needs and started iterating small changes to make the experience better. Since the project base was set up it was time to create and introduce a **Design system** to make work on the project an ease for every designer involved.

Design systems

Project files: https://drive.google.com/open?id=1uJunqAL2KaGX1YQaiGCHc4_u2bsrnN8t

After having an almost complete project I started splitting the desing elements into single parts creating the **Atomic** element structure. The Atoms, Molecules, Organisms, Templates and Pages files were created as Library files and used within the file version control system for **SketchApp - Abstract**. This enabled the whole team later on to use the files individualy and modify them based on their needs allowing those changes to be shared and consistent accross the team.



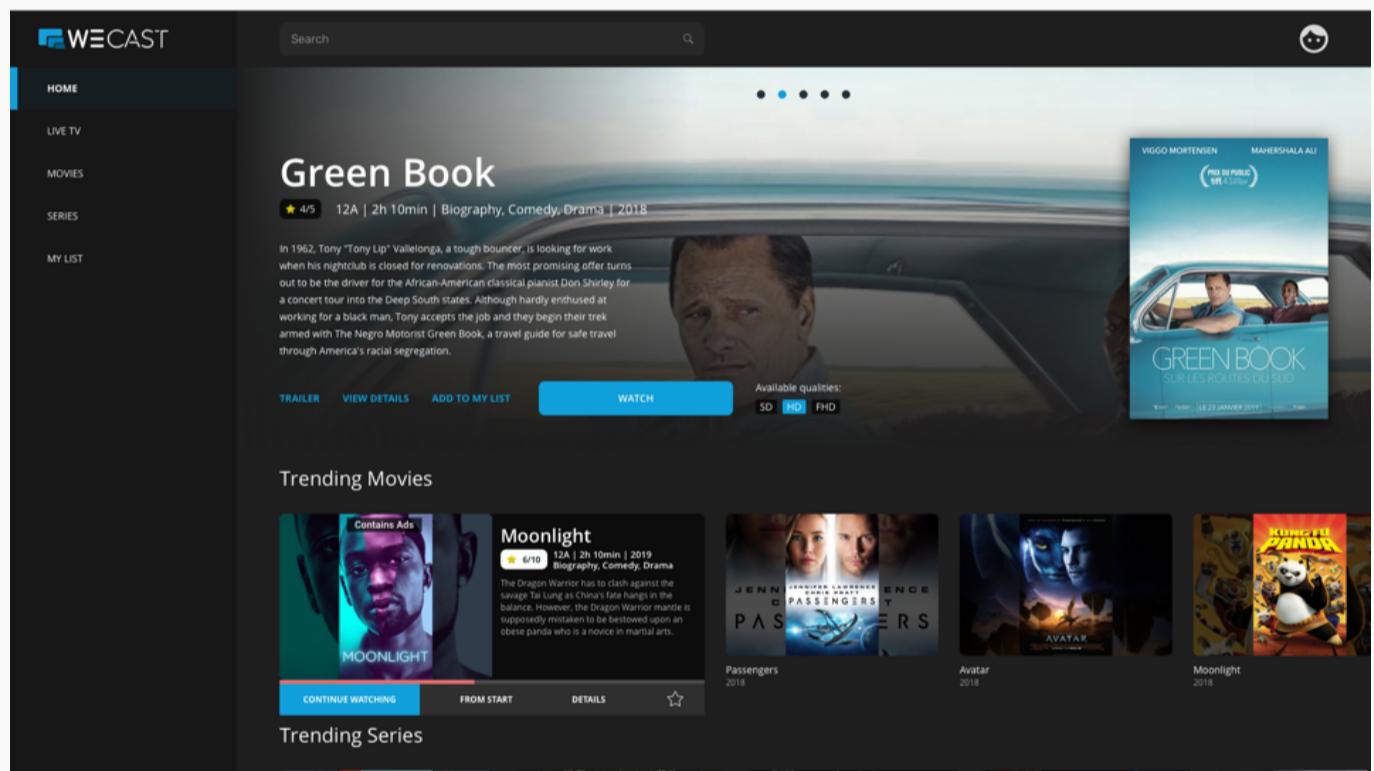
Cross platform design

Project files: https://drive.google.com/open?id=12BQrq_Fw9iGIAswU0J1WYtsd6vq_Q9y-

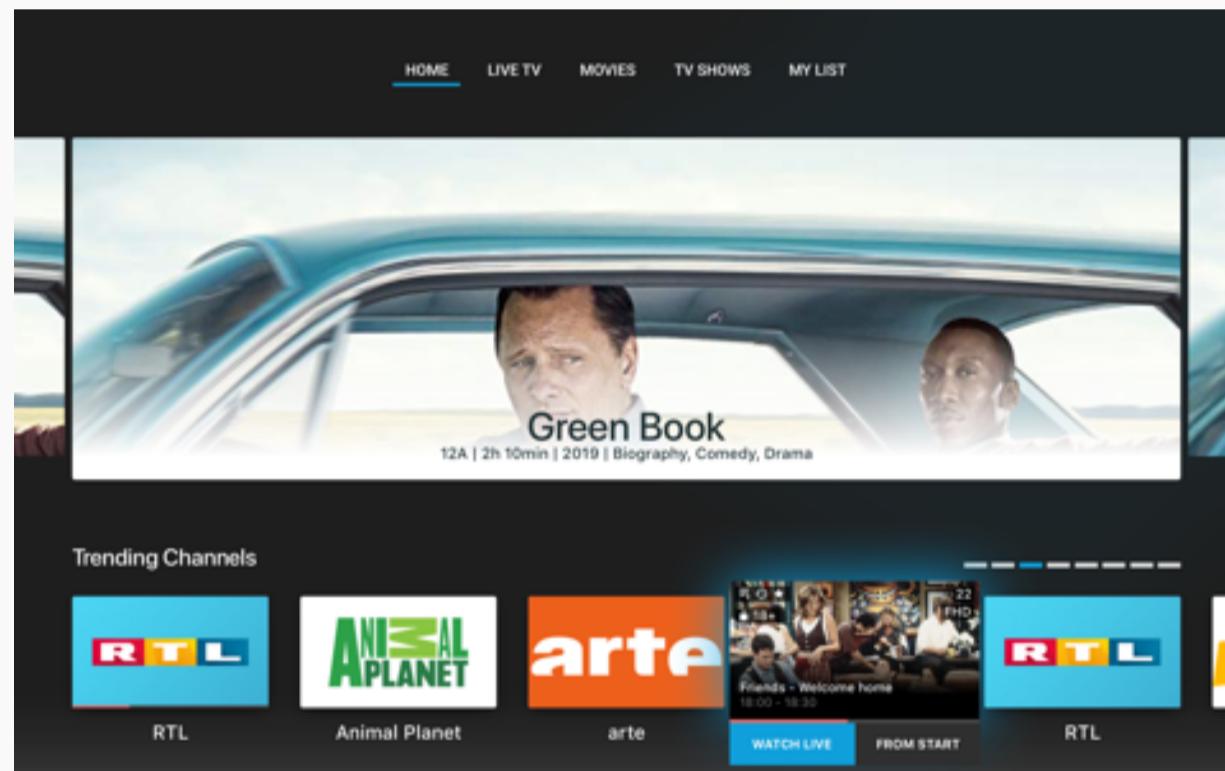
Active Prototype demo (iOS): https://invis.io/UYT9AI9HQ3Z#/376628918_0-_Splash

Creating design for **multiple platforms** was a necessity for almost all the time since I started working. The thing that made it a lot easier was having a developers background from the earlier days. I worked as a **front-end developer** for a couple of years which made my webdesigns something that would always be doable, and nothing to overdesigned for the developer to recreate. I was always designing with the thought at the back of my head: if even I know how to code it, than it definitely can be done this way, whether it was a **desktop, tablet or mobile** layout. Personally I was always quite interested in coding so even **Androids java, iOS swift**, or cross platform languages like **react native** are nothing that I haven't taken a look at at some point. The project presented had also something new for me which was designing the interface for **Apple TV** and **set-top boxes**, which was something I've never done before and an amazing opportunity to learn the behaviour of users using a simple TV remote.

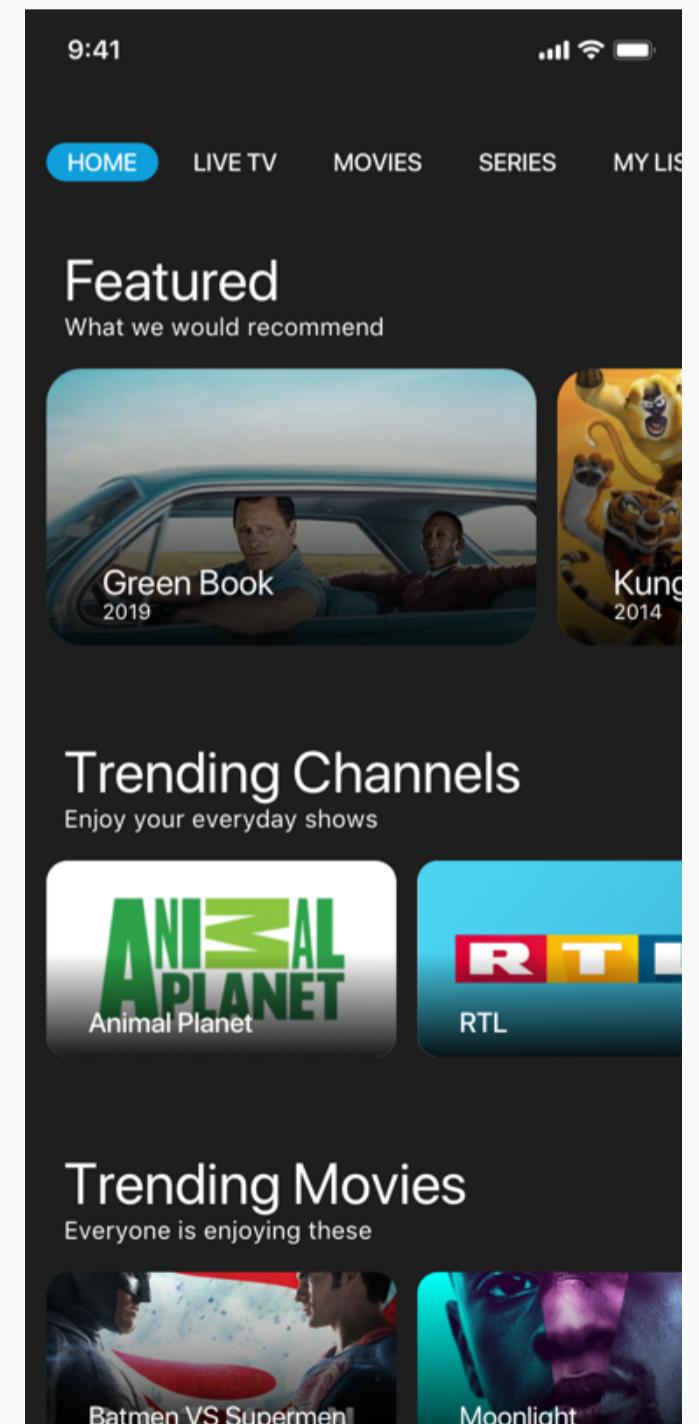
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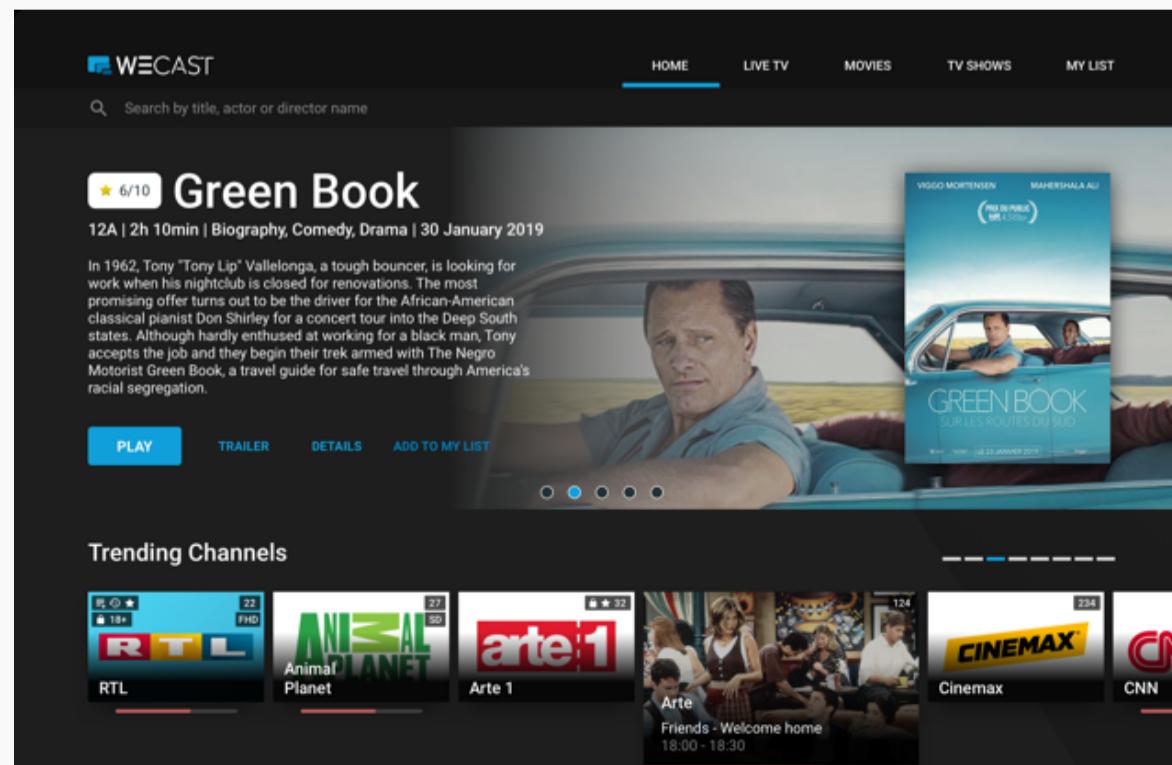
AppleTV



iOS



Android STB

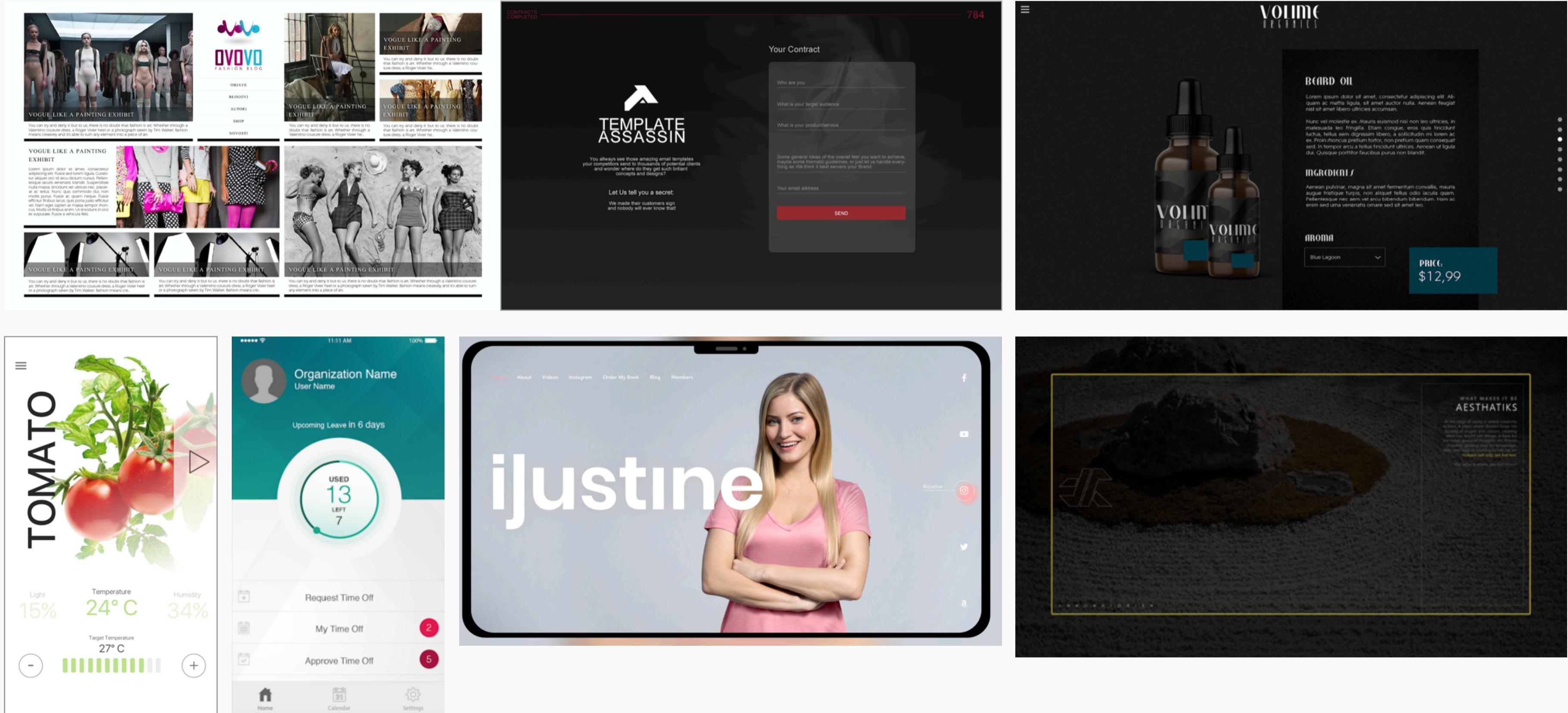


NEXT
UI DESIGN

UI Design - Detailing

Project files: <https://drive.google.com/open?id=1zuQhZDPtP2NFxE2sh0pDfScEQ5eFr51>

I worked on various projects with all different themes and needs. Some of them published, some not, but this is an overview of the styles I was able to adapt to for clients all over. Sometimes it's just a simple idea from the client which needed further development during the design process, other times the ideas were already fully developed and needed the design creates as per spec sheet. In both of the cases I find it easy to adjust and go with what is needed. I am sometimes a bit stubborn and try to push my ideas, but just in a case where I am shure it would benefit the project and I explain in detail why I think the approach I suggested is of advantage. I of course accept critique and am easy to change my mind if it well explained and argumented.



NEXT
CODE DEMOS

Code Demos

Project files: <https://drive.google.com/open?id=1L4xzSwdtaLdprpCy9vDG1JL53pzq8wcw>

Live Demo (Designed and Coded): <https://volume.club>

To code is nothing uncommon for me. I've always liked the idea of making ideas functional, creating concepts to prove that it could be done in a different way. After I switched professionally completely to design, I still coded from time to time, just to catch up on the new frameworks, and to better understand what I am designing. Interactions and animations within the design were the one thing that I focused most with my code, creating even a couple of small library assets for the developers to include in the projects at work.

