

## Avdo Busevac

UI/UX Designer

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<b>Education</b>	<b>Bachelor of Visual Arts and Communication Design, International University of Sarajevo</b> , Sarajevo, Fall 2021. Relevant Courses: User Experience Design, Web Design, Typography, Advertising.
<b>Skills</b>	Wireframing · Interactive prototyping · Journey mapping · Usability testing · Visual design Product strategy · Information architecture · Storytelling · User research
<b>Tools</b>	Figma · Adobe Suite · Miro · Zeplin · Framer · HTML · CSS · JS
<b>Experience</b>	<div><div><b>Galora</b> - UX UI Designer<span>April 2021 - Present</span></div><div><ul style="list-style-type: none"><li>- Created web and mobile experiences for an e-commerce startup that would gain 80.000 unique visitors and earn 160,000\$ in the first 3 months of its launch.</li><li>- Used website heatmaps &amp; behavior analytics tools to analyze and optimize the check-out flow inside of the web app.</li><li>- Collaborated with product, engineering, and operations teams to drive projects forward.</li></ul></div></div> <div><div><b>Colonist</b> - UI UX Designer<span>May 2021 – August 2021</span></div><div><ul style="list-style-type: none"><li>- I handled the redesign of the store component for <b>1M</b> Monthly Active Users, with the goal to increase in-game item purchases.</li><li>- Collaborated with the product design team to come up with new game lobby layouts that would be presented in a “Big summer update”.</li></ul></div></div> <div><div><b>Freelance</b> - UI UX Designer<span>June 2018 –2019</span></div><div><ul style="list-style-type: none"><li>- Created a visual identity and design collateral for a touristic agency.</li><li>- Led multiple website projects from discovery, wireframing, design and launch.</li></ul></div></div>
<b>Projects</b>	<div><div><b>UI UX, Payline</b> Fintech App.</div><div><ul style="list-style-type: none"><li>- Prototype designed with Figma, Photoshop and Framer.</li><li>- The project is primarily used to understand the field of Financial Technology.</li></ul></div><div>Link - <a href="https://www.behance.net/gallery/127904145/Pay-Line-Financial-Technology-Exploration">https://www.behance.net/gallery/127904145/Pay-Line-Financial-Technology-Exploration</a></div></div> <div><div><b>UI UX, Joyful</b> Vitamin Tracking application.</div><div><ul style="list-style-type: none"><li>- Used Figma and Photoshop to craft a high-fidelity prototype.</li><li>- The goal of this project was to create a application that helps users explore the field of supplement and vitamin tracking in a new creative way.</li></ul></div><div>Link - <a href="https://www.behance.net/gallery/139363755/Joyful">https://www.behance.net/gallery/139363755/Joyful</a></div></div>