



EDNA SHULI

UI/UX DESIGNER • AMSTERDAM ☎ 0031649109002

◦ PERSONAL INFO ◦

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Portfolio

◦ SKILLS ◦

UI/UX Design

Figma

UX Research

Web Design

Communication Skills

Design Thinking

Wireframing

Creative

Teamwork

Analytical skill

Problem Solving

Communication

Project management

Front end development

Shopify

Web Design

Cascading Style Sheets
(CSS)

HTML5

LIQUID

Usability Testing

Attention to detail

Design Thinking

👤 PROFILE

Highly skilled Project Manager & Junior UX Designer with extensive experience in leading cross-functional teams to deliver exceptional digital projects. Proficient in managing multiple projects simultaneously, ensuring adherence to timelines, budgets, and quality standards. Proven track record of collaborating closely with clients to understand their needs and objectives, translating them into intuitive and delightful user experiences. Adept at applying UX design principles and methodologies to drive innovation and elevate user satisfaction. Strong communicator and team leader, adept at fostering collaboration and driving project success. Passionate about staying abreast of industry trends and best practices to continuously improve processes and deliver outstanding results.

📁 WORK EXPERIENCE

UI/UX Designer, West Point Digital | Shopify E-commerce Agency, Amsterdam

September 2022 — Heden

Worked with the design team at WestPoint Digital, refining UX solutions for web and mobile platforms.

- Contributed to design discovery process by conducting comprehensive audience and competitive analysis, resulting in enhanced understanding of target audience needs and preferences.

- Closely worked with the design team in ideating and formulating UX solutions to meet content and functionality requirements.

- Facilitated user research and audience persona creation, identifying key user traits and demands.

- Full-cycle design execution from concept to delivery with a user-centered approach.

- Handled information architecture and site map creation for website revamp, simplifying user navigation.

- Developed wireframes for mobile and web applications, significantly improving interaction and functional design.

Project Manager, West Point Digital | Shopify E-commerce Agency, Amsterdam

February 2021 — February 2024

- Define the scope of the e-commerce project, gather requirements, set objectives, create timelines, and allocate resources.

- Assemble and lead a team of professionals, which includes web developers, designers, content creators, SEO specialists, and more, depending on the specific project requirements.

- Responsible for managing the project budget. Track expenses, allocate funds appropriately, and make sure that the project stays within the allocated budget..

- Create project timelines and schedules, set milestones, and monitor progress.

- Identifying potential risks and developing mitigation strategies is another important aspect of the role.

Career Transition,

June 2019 — December 2020

Event management

Organization Skill

Microsoft Office

◦ HOBBY'S ◦

Cooking, Puzzles 1000 pieces and more, chess, dancing, yoga, kick boxing, writing, singing, playing piano

◦ TALEN ◦

Dutch

Engels

Greek

Albanian

Career Break and Full Stack Development Studies:

Embracing a career break as an opportunity for personal and professional growth, I dedicated myself to advancing my skills in full stack development at Code Institute. During this transformative period, I immersed myself in full-time studies, delving into a comprehensive curriculum that encompassed a range of essential skills for managing and developing digital projects.

Simultaneously, I took on a part-time role at Verwiel en Wijngaard in Amsterdam, where I served as an event representative, hostess, and bartender. Managing diverse responsibilities, I cultivated strong interpersonal skills, learned to adapt in fast-paced environments, and developed a keen attention to detail – all of which are transferable assets in any professional setting.

Assistant Event Manager, Double Tree by Hilton, Amsterdam

May 2018 — June 2019

- Collaborate with clients to understand their event requirements, including meeting with them to discuss details, budget, and specific needs.
- Plan and coordinate event logistics, including room setup, audiovisual equipment, catering, and transportation if necessary.
- Act as the primary point of contact for clients and guests, addressing their inquiries and requests promptly and professionally.

Product Manager, Ikaros Travel, Amsterdam

November 2017 — April 2018

- Oversee daily office operations, including reception, client inquiries, appointment scheduling, and managing office supplies and equipment.
- Assist in the planning and execution of travel-related events, such as travel expos, promotional events, and client appreciation gatherings.
- Serve as the primary point of contact for clients, providing attentive and responsive support throughout their travel planning process.
- Ensure the accuracy and completeness of travel documentation, including visas, passports, and travel itineraries.

Project Manager, Michael Cacoyannis Foundation, Athens

Januari 2015 — September 2017

- Spearheaded the planning and conceptualization of cultural events, including film screenings, art exhibitions, theatrical performances, and educational workshops.
- Oversee all logistical aspects of events, including venue selection, technical requirements, catering, transportation, and accommodation for artists and guests.
- Act as a primary point of contact for artists, performers, and event attendees



OPLEIDING

Automation and IT Engineering, University of Applied Sciences, Athens

2010 — 2015

Full Stack development, Code Institute, Amsterdam

2019 — 2020

Google UX Design Professional Certificate

2023 — current