Gorazd Ilievski

UI/UX Designer and Multilingual Interpreter | Strength in Organization and Creative Thinking

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Experience

Freelance **November 2024 - Present**

Translator/Interpreter

Empathy & User Advocacy:

- *Leveraged cross-cultural empathy from freelance interpreting to design interfaces that resonate with diverse user groups, ensuring inclusivity and accessibility.*

Communication & Simplification:

- *Skilled at distilling complex ideas into clear, actionable solutions—refined through interpreting and applied to user journey mapping and microcopy design.*

Adaptability & Collaboration:

- *Thrived in dynamic environments, collaborating with cross-functional teams to iterate designs based on real-time feedback.*

Detail-Oriented Precision:

- *Detail-focused approach refined through precision-driven interpreting, applied to crafting cohesive, error-free user interfaces.*

APRA BCG **June 2023 - November 2023**

Office Assistant Skopje

Branding & Visual Consistency

- Leveraged experience in PR brand management to craft user interfaces that adhere to strict brand guidelines, ensuring visual and tonal consistency across digital platforms.

Client & Stakeholder Communication

- Skilled at translating complex client needs into intuitive designs, refined through PR experience in balancing stakeholder priorities with creative execution.

Crisis Management & Adaptability

- Applied storytelling expertise from PR copywriting to design user-centric narratives, ensuring interfaces are both functional and emotionally engaging.

Audience Research & Analytics

- Data-driven designer with a background in PR audience analysis, skilled at translating user insights into actionable design improvements.

Project Coordination

- Proven ability to orchestrate cross-functional workflows, ensuring seamless collaboration between design, development, and business teams.

Projects

Mein Hausmeister | Handyman Finder App (German Market) | UI/UX Designer **December 2024**

- Designed an intuitive **handyman service platform** tailored to German users, focusing on trust-building elements, seamless service discovery, and localized UX to meet regional preferences and compliance standards.
- Conducted user research and competitive analysis to define **German-specific personas**, addressing cultural pain points like transparent pricing, service reliability, and secure payment integration.
- Created end-to-end wireframes and high-fidelity prototypes in **Figma**, streamlining the booking flow and implementing a review system to enhance user confidence in service providers.
- Optimized app architecture for clarity, reducing user friction in key tasks (e.g., service search, real-time chat with handymen, and booking management) through iterative usability testing.

Cyberware Defense Global (CDG) | Hackathon Project | UI/UX Designer **October 2024**

- Collaborated in a team to design a **corporate cybersecurity website** during a hackathon, prioritizing a sleek, professional aesthetic to reflect CDG's expertise and build client trust.
- Led wireframing and prototyping in **Figma**, focusing on clean layouts, strategic use of security-centric visuals (e.g., encryption icons, threat-mitigation animations), and intuitive navigation.
- Developed a minimalist yet impactful design system, balancing dark themes with bold accents to convey authority while ensuring readability and accessibility compliance.
- Streamlined complex cybersecurity service descriptions into digestible content blocks, enhancing user comprehension and engagement.
- Worked closely with developers to align design feasibility with technical implementation, ensuring rapid delivery of a high-fidelity prototype under tight deadlines.

VibeOn Financial Literacy Platform | Hackathon Project (Sparkasse) | Lead UI/UX Designer **October 2024**

- Designed and prototyped a **financial literacy learning platform** during a time-constrained hackathon, prioritizing intuitive navigation and user engagement for diverse audiences (students, young professionals).
- Conducted user research to define **4 personas**, mapped user journeys, and created a sitemap to streamline platform architecture and ensure alignment with Sparkasse's educational goals.
- Owned end-to-end design of the platform's core functionalities, including interactive learning modules and a **custom admin dashboard** for content management, using Figma for wireframing and high-fidelity prototyping.
- Collaborated with developers to prioritize features for MVP delivery, balancing user needs with technical feasibility under tight deadlines.
- Delivered a cohesive, user-centered interface that emphasized accessibility and gamification elements to enhance financial literacy retention.

Sugarwish.com Marketplace Redesign | UI/UX Design Certification Project (Brainster) | UI/UX Designer **June 2024**

- Collaborated in an understaffed team to overhaul the marketplace interface, focusing on reducing excessive white space, streamlining navigation, and enhancing visual appeal to improve user engagement.
- Spearheaded end-to-end design processes: conducted competitive analysis, transcribed user interviews via AI tools, and created **low/high-fidelity prototypes** in Figma to align with stakeholder goals.
- Redesigned the product page with a modern aesthetic, introducing a revamped **user review system** to boost transparency and trust, while adding creative visual elements to differentiate the brand.
- Addressed UX pain points by optimizing layout hierarchy and information architecture, ensuring a cohesive and intuitive experience across devices.
- Presented deliverables to stakeholders, incorporating feedback iteratively to finalize a polished, user-centric design solution.

Education

AUE FON

Foreign Languages

Brainster Course

UI/UX

Skills

Translation

Microsoft Office Suite

Adobe Creative Cloud

Figma

Wireframing

User Research

User Interface Design

Wireframing

User Research

Analysis

Prototyping

Certifications

Sparkasse Hackathon **October 2024**

Brainster

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Cyberware Global Defense Hackathon **October 2024**

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