

# Ivan Frantar

## Product Design

### Work experience

#### Head of Design @ Aerlytix (formerly part of Stellwagen) | 01.2020 - Present

- Hands-on designing the product, investigating and solving business problems in a complex domain driven environment.
- Collaborating closely with project managers & executive stakeholders to navigate requirements while providing iterative, thoughtful solutions.
- Defining design principles that transmit to every aspect design is involved in the company and the business.
- Creating operational processes and practices for the creative vision and branding of Aerlytix.
- Leading and coordinating and leading marketing and communication initiatives.

#### Senior Product Designer @ Stellwagen Group | 01.2017 - 2020

- Bridging design with C-level and members of the Group for the strategic direction of the tools and products built.
- Shaping up a culture of design within the company amongst a team of technologists, engineers and quantitative modellers running design reviews, sprints and critiques.
- Implemented Product Market Fit research template viability of projects proposals.
- Built and coded a Design System library.

#### Senior Product Designer @ CurrencyFair | 07.2013 - 12.2016

- UI/UX design & frontend development (JavaScript, SASS, CSS3, HTML5).
- Responsive design implementation.
- Prototyping & wireframing for mobile apps & web.
- Established style with Twitter Bootstrap & Brand guidelines for Marketing
- Optimization for user behaviors using tools like Visual Web Optimizer, Google Analytics, Mixpanel.
- Conducted usability workshops with lead devs & project managers for flow & engagement enhancements.
- Mentored designers in system settings, Git usage, debugging, cross-platform compatibility.
- Organized design critiques & sprints for idea validation & improvement.

#### Lead Mobile UX Designer @ Hostelworld | 07.2010 - 12.2013

- I led UI/UX design for Mobile Sites and Apps (Android & iPhone) at Hostelworld and Hostels.com, collaborating closely with Product Head, PMs, and Developers.

#### Web Designer & Developer @ Hostelworld | 10.2007 - 07.2010

- I was hired to design and enhance the experience on a new product offering Hostelworld was creating: [boo.com](http://boo.com) which won the 2008 Spider Award to best travel website.
- Worked in the other products and brands the company had such as [hostels.com](http://hostels.com), [trav.com](http://trav.com), [bedandbreakfastworld.com](http://bedandbreakfastworld.com) in a number of different initiatives in my capacity as a designer and developer.

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### Profile

Passionate Product Designer crafting intuitive mobile/web experiences. Expert in crafting the end-to-end user flows, interaction design, and iterative improvement through user research, testing, and data analysis.

### Skills

UI & Interaction Design  
Design Systems  
User Research  
Design Thinking Methodologies  
Workshops and Brainstorming sessions  
Branding and Content Strategy  
Wireframing  
Prototyping  
Mentoring

### Design Software

Figma, Sketch, Miro  
Adobe Creative Suite, Affinity  
Principle for Mac  
Google and Microsoft Office apps

### Development tools

HTML, CSS & SASS, Javascript  
Visual Studio Code  
Github  
iTerm (Terminal & Vim)

### Education

#### Bachelor (w/ Honors) in Software Systems

2006 - 2010 - National College of Ireland

#### Web Design and Electronic Publishing Diploma

2002-2005 - Minneapolis Community and Technical College

#### Journalism Degree

1996-2000 - Universidad Nacional de Cuyo