

Ivan

Škoro

ſ

Portfolio

2020



MENTOR
@ INFINUM ACADEMY 2016

Held a UI/UX design lecture and mentored students over a six-week period

2014 – 2015

ESAD Caldas da Rainha
— Graphic Design

2012 – 2016

Polytechnicum Zagabiense
— BA Informatic Design

SR. PRODUCT DESIGNER
@ FRESH ENERGY 2017 – 2019

Created hardware based digital products opening new business opportunities

Designed a complete brand solution

Designed/maintained a whitelabel product used by 10.000+ users across 5+ brands and 3 platforms

Established design processes, conducted design workshops with other departments

Followed up through implementation and release — and iterated based on results

FREELANCE 2017 – RIGHT NOW

Defining and managing design in all project phases — from initial kickoff to the final design review

Implementing design processes and administrative workflows

Exploring different design mediums through posters, clothes and generative coding.

UI/UX DESIGNER @ INFINUM 2014 – 2017

15+ projects for corporate clients and startups across the world

Applied user centered design through research and testing

Defined and optimized internal design processes

Closely collaborated with developers during implementation

WWW.IVANSKORO.COM
HELLO@IVANSKORO.COM

Ivan is a multidisciplinary designer looking to solve problems. Constantly learning, he applies best practices to create usable products.

Lately, he is interested in intersection of design and everyday objects, cars in particular.

—

Simplifying electricity

PROJECT – FRESH ENERGY

MOBILE & WEB / UX & UI

Fresh Energy builds customer centric products based on smart meter data with a focus on helping users understand their energy consumption. Their B2B solution provides better user experience, higher customer value and higher revenue for energy companies.

Based in Berlin, they've raised ~€6m since 2017.

Working closely with other departments, I envisioned new features, redesigned the mobile and desktop experience and delivered public websites.

PROJECT BRIEF

Examining the current product through user testing and interviews identified the main pain points — problems with the UI and overall architecture.

Talking with users we revealed that all of them wanted new features — and some of them were dissatisfied with the existing ones.

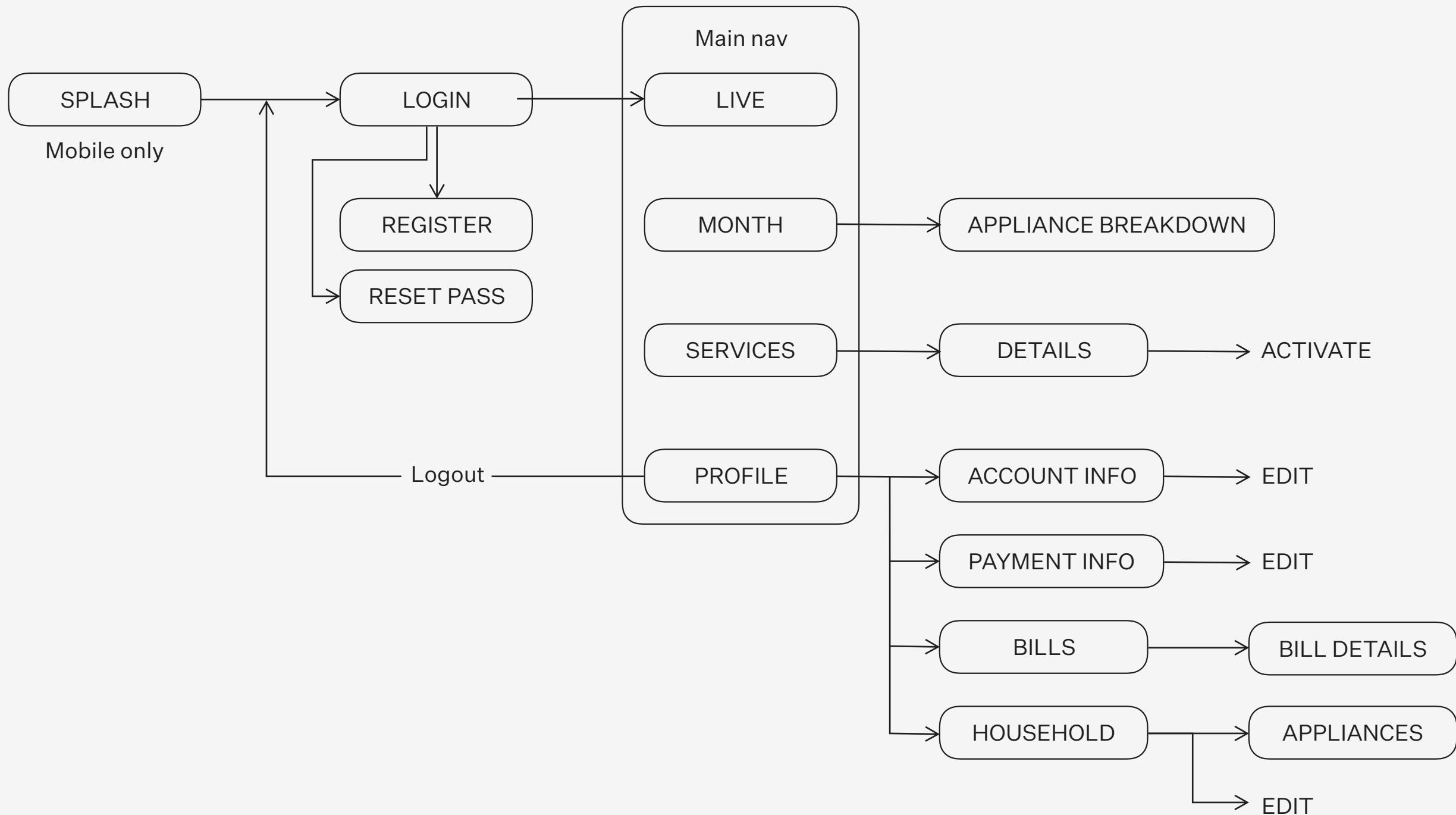
MY CONTRIBUTION

Substantial changes were made to the information architecture. We also came up with new features and services for the end user — some of them based on existing data to reduce development time.

Ideation phase was based on pilot projects, online questionnaires, personas and user-journeys. Validation was done with on-site user testing.

INFORMATION ARCHITECTURE

The new architecture was envisioned based on user interviews and tests. For mobile, navigation was changed to a tab bar type one.

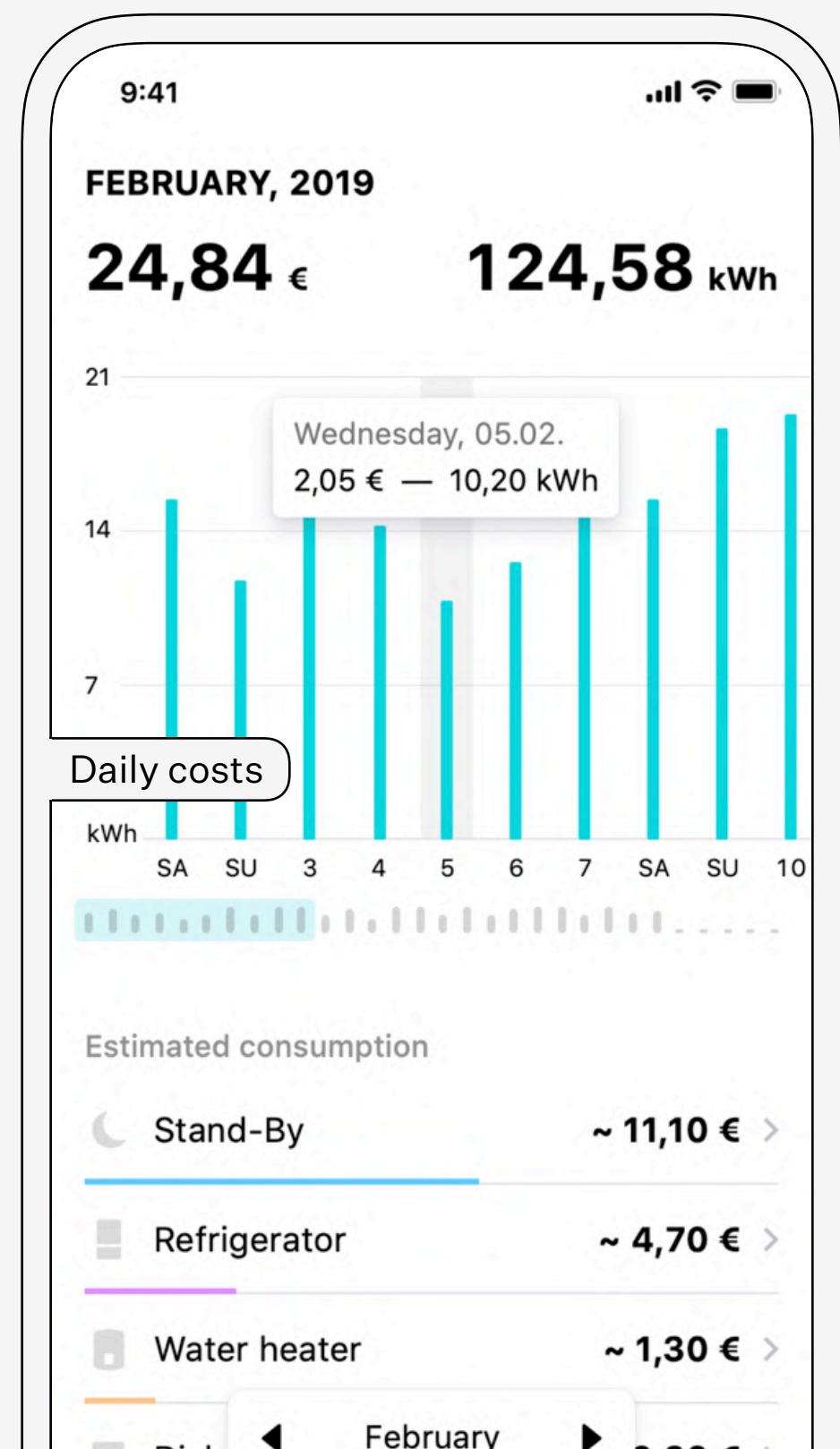
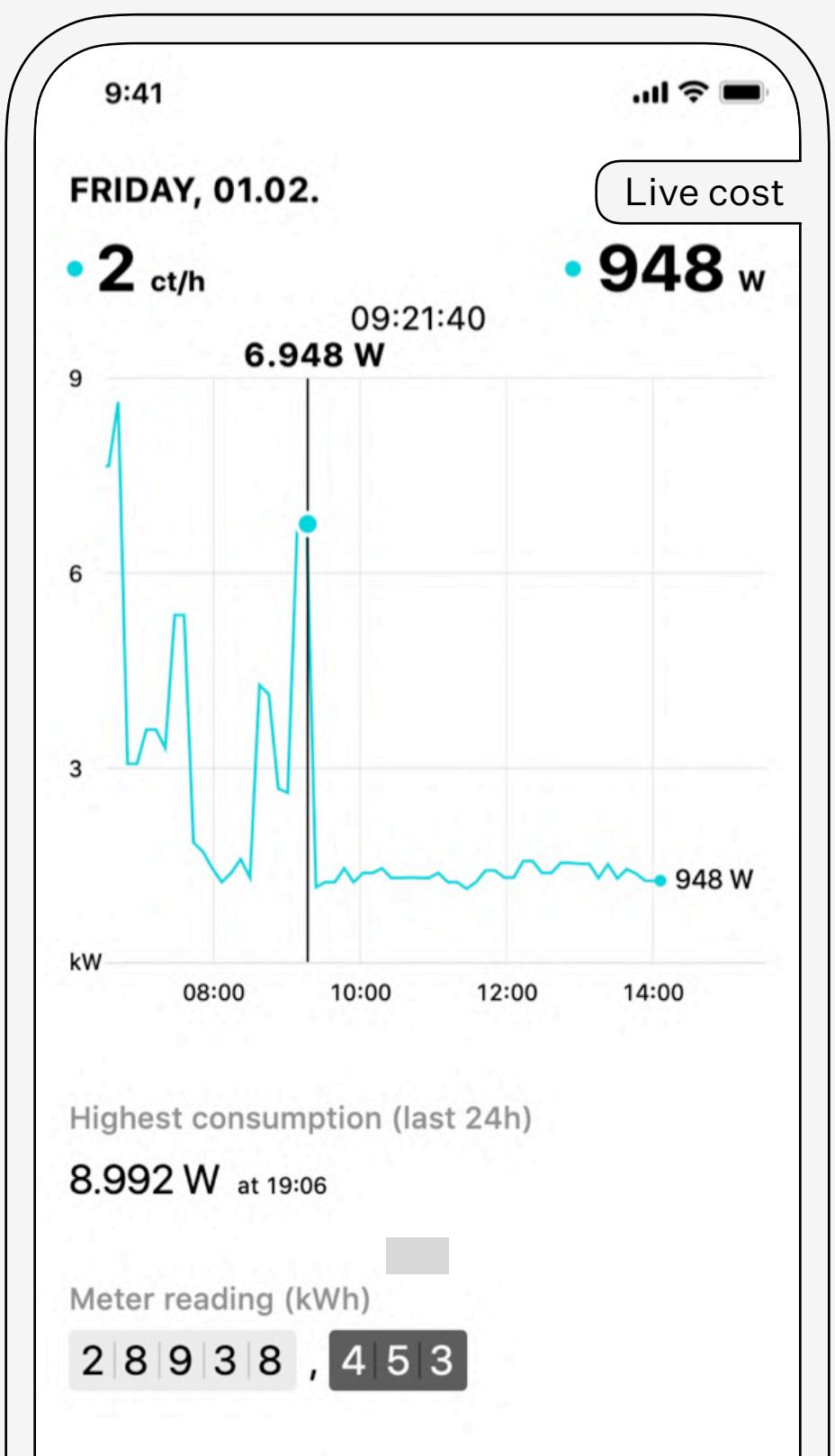


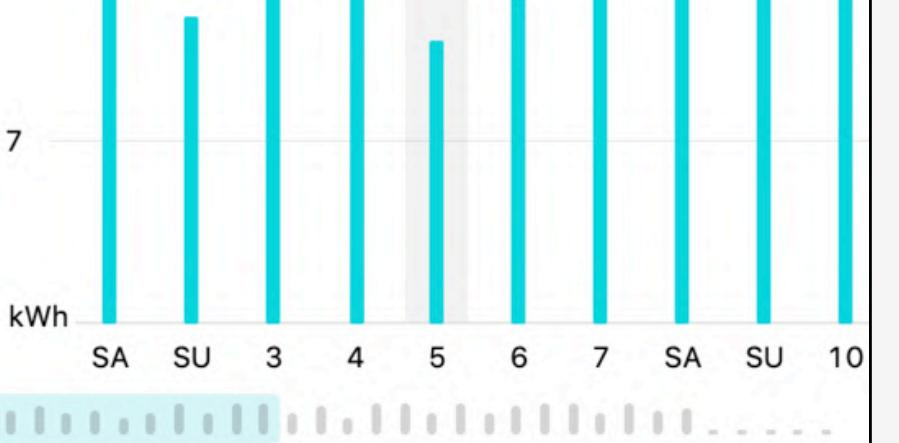
I want to understand my electricity
consumption

USER GOAL

UNDERSTANDING ELECTRICITY CONSUMPTION

For full transparency users can see their live, daily and monthly consumption, broken down by each appliance.



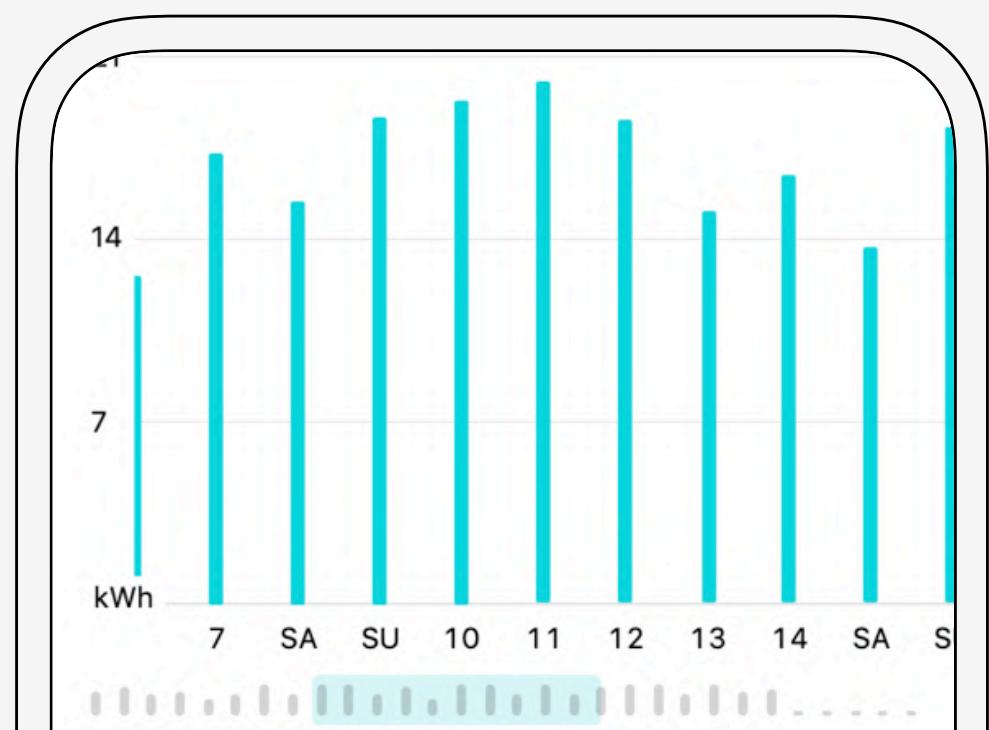


Estimated consumption

	Stand-By	~ 11,10 €	
	Refrigerator	~ 4,70 €	
	Water heater	~ 1,30 €	
	Dishwasher	February 0,20 €	
	Live		
	Month		
	Services		
	Profil		

Selection of active month was moved to the bottom to improve usability on big devices.

Visual indicators provide a quick overview of appliances' consumption.



Estimated consumption

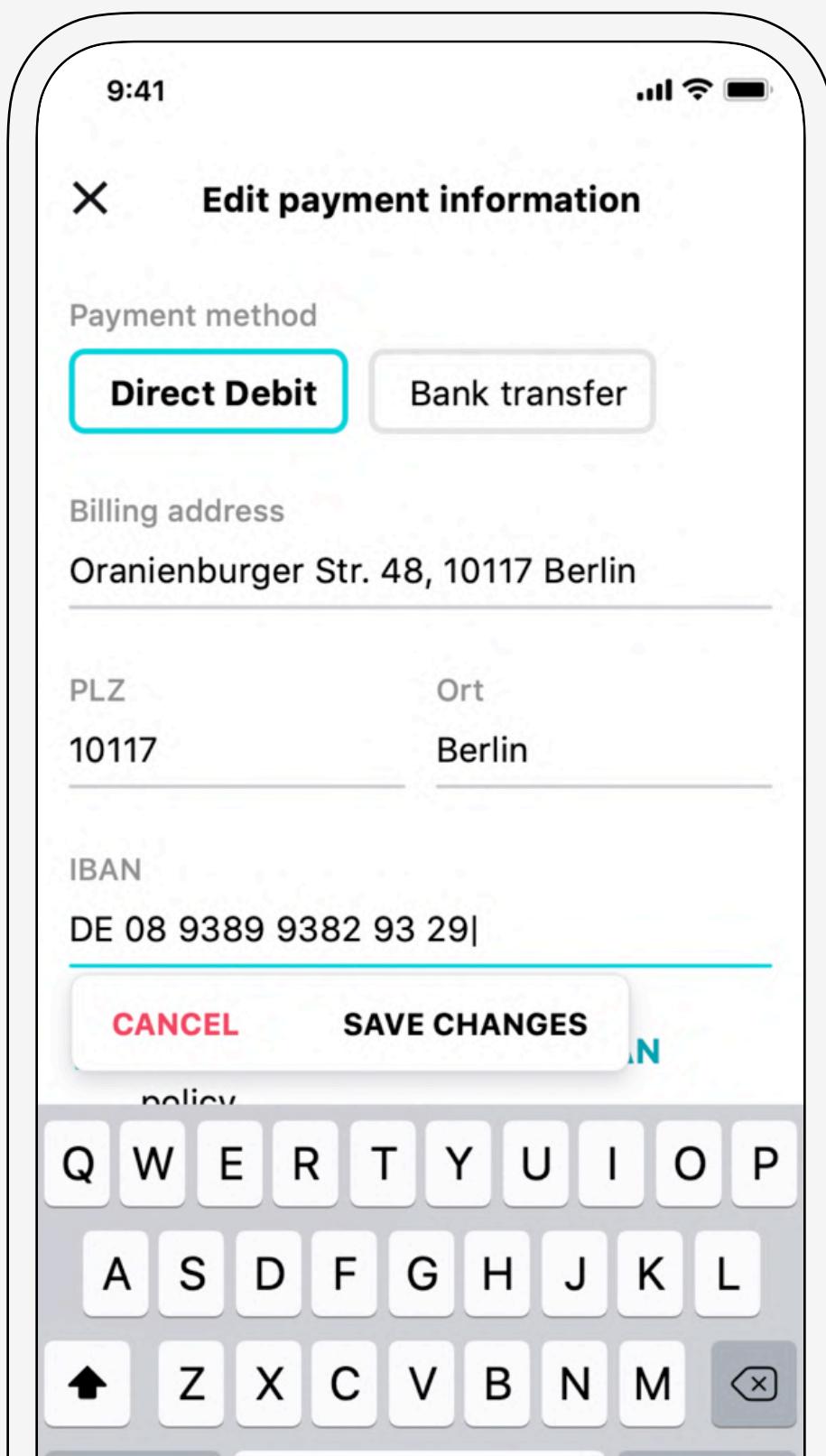
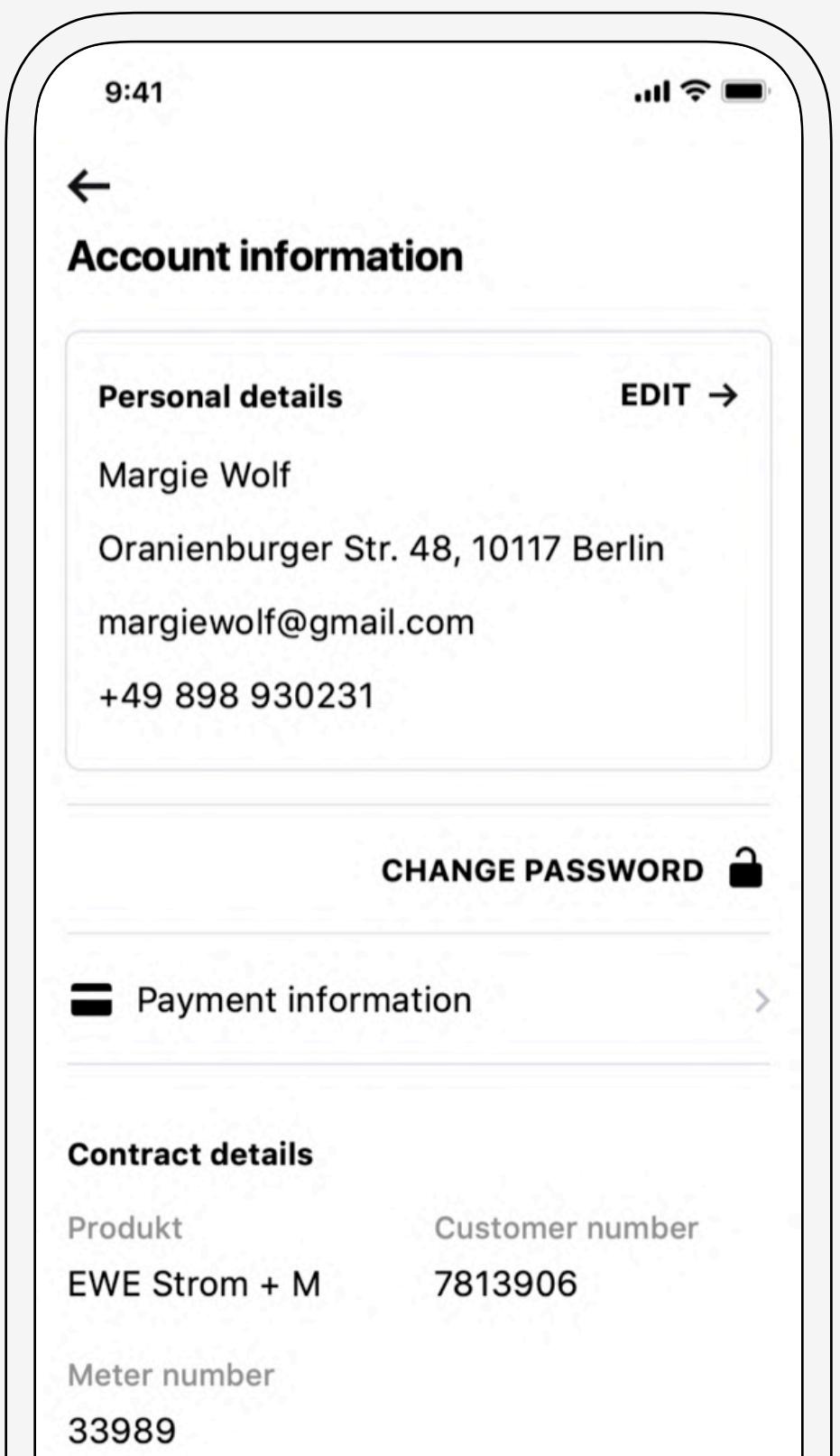
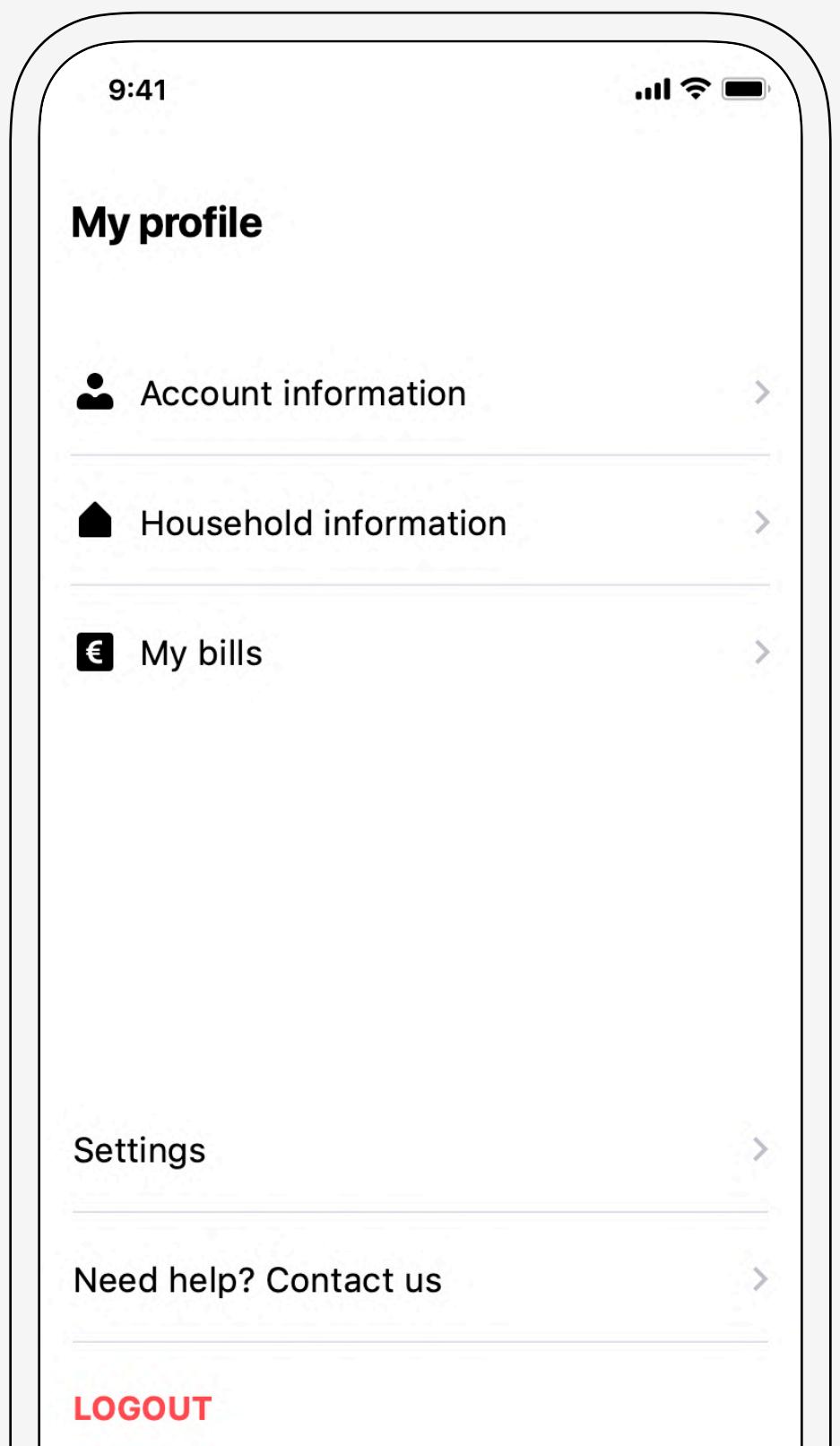
	Stand-By	~ 11,10 €	
	Refrigerator	~ 4,70 €	
	Water heater	~ 1,30 €	
	Dishwasher	~ 0,20 €	
	Washing machine	~ 0,10 €	
	Other devices	~ 8,30 €	

I want to see and update my information

USER GOAL

PROFILE – UPDATING INFORMATION

To reduce cost to serve, edit functionality was added for personal information. Weekly average was 6 support calls per 1000 users.



For new profit channels we need value added services inside the app

BUSINESS NEED

A marketplace with services valuable
to our users

SOLUTION

Before building any services, we wanted to assess their viability with simple pilot projects.

Pilot projects were done through email communication and manual work.

After confirming the demand, we went ahead with the actual implementation in the app.

Design was tested during and after the UI/UX phase.

SERVICE 1 – REFRESH

A service based on existing data.
With insight into our users dishwasher
usage we can send them dishwasher
tabs just before they run out.

The image shows three sequential screenshots from a mobile application illustrating the Refresh service. All screens are timestamped at 9:41 and show a battery level of approximately 75%.

- Service details:** This screen shows the service name "refresh" in large letters. Below it is a descriptive text: "Automatisierte, intelligente Zustellung von Spülmaschinentabs direkt in deinen Briefkasten". It features an icon of an envelope containing blue tabs. A section titled "So funktioniert's" explains that the service uses consumption data to recognize dishwash cycles and sends 24 FAIRY™-Tabs via regular mail. It also states that the first delivery takes about 3 working days. A "Deine Vorteile" section is partially visible at the bottom.
- Service activated:** This screen displays the message "Großartig! refresh ist aktiviert" in large letters. It includes an illustration of an envelope with tabs. Below the message, it says: "Ab jetzt liefern wir dir bedarfsgerecht 24 neue FAIRY™-Tabs in deinen Briefkasten." At the bottom is a large button labeled "ALLES KLAR".
- Error state:** This screen shows a "Services" section with the "refresh" service listed. It includes the same descriptive text as the first screen. A note below states: "Nur verfügbar, wenn Du eine Geschirrspülmaschine besitzt." At the bottom right, it says "Weitere Services kommen bald".

SERVICE 2 – FRIDGE RECOMMENDATION

Users fridge consumption is compared to our database. Based on that we show our users potential savings — together with the amortization time.

Fridge analysis

←

Dein Kühlschrank

2018 Verbrauch

82,88 Euro 242,48 kWh

Month	kWh
Mai	~7.8
Jun	~8.5
Jul	~8.2
Aug	~8.2
Sep	~8.2
Okt	~6.5

Einsparpotenzial pro Jahr Saving potential

44,00 Euro – 162,00 kWh

45%

Spare bis zu 45% Energie pro Jahr mit einem effizienteren Kühlschrank

EMPFOHLENE KÜHLSCHRÄNKE →

←

Recommendation – cheaper

Empfohlene Kühlschränke

Amica KS 15611 R

Tischkühlschrank A++ 100L * 25L

Spare 44,00 € pro Jahr [MEHR](#)

Maße (cm)
H83.9 x W49.4 x D49.4

←

Recommendation – bigger & more expensive

Empfohlene Kühlschränke

Hanseatic HSBS17990A3

Side by side A+++ 200L * 70L

Mehrkosten

Jährlich	14,72 € – 44,16 kWh
Monatlich	1,22 € – 3,66 kWh
Lebenszeit (15 J.)	220,08 € 660,24 kWh

[^](#)

We want to provide consistent
experience on all platforms

PRODUCT GOAL

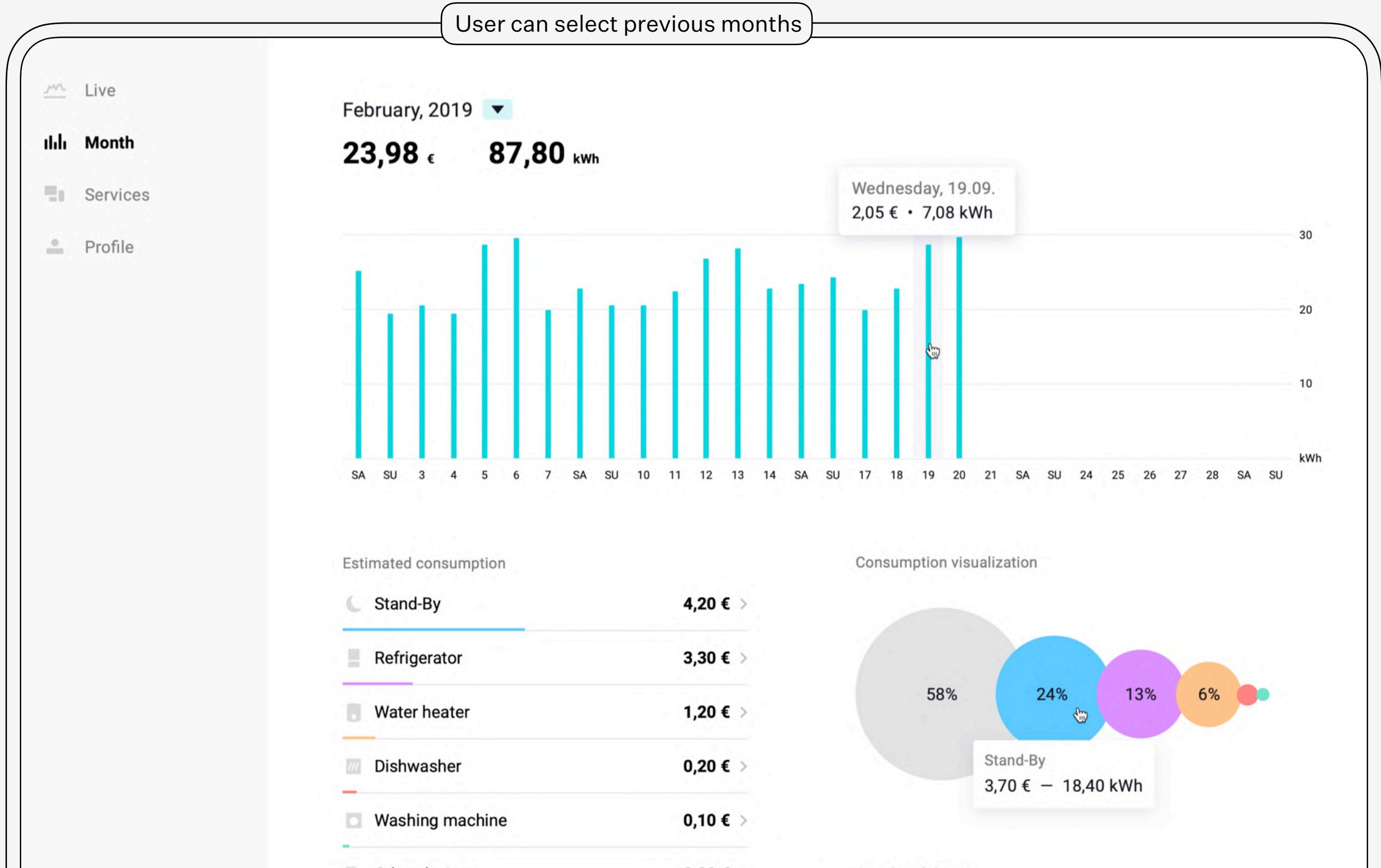
CONSISTENT DESIGN – DESKTOP LIVE FEED

For desktop I have decided on a sidebar navigation to take advantage of extra space and provide a more serious, dashboard feeling.



DESKTOP – MONTHLY OVERVIEW

With extra space I provided an additional way for users to visualize their consumption.



I want quick access to my bills

USER GOAL

DESKTOP – BILLS OVERVIEW

Users can access all of their historical bills. On desktop, important information is shown outside the bill details, utilizing the extra space.

The screenshot shows the 'Bills' section of the Fresh Energy desktop application. On the left, a sidebar includes 'Live', 'Month', 'Services', and 'Profile' (selected). The main area displays historical bills:

- 01. August to 30. August
45,98 € • 140,20 kWh
- 02. July to 31. July
40,71 € • 123,69 kWh
- 31. June
4,00 €
- 15. June to 01. July
28,44 € • 84 kWh
- 01. June bis 14. June
45,98 € • 140 kWh (Cancelled)
- 01. May bis 31. May
40,71 € • 123,69 kWh

A 'refresh' button is located between the June and July bills. To the right, a 'Quick overview' box provides detailed breakdowns:

Cost breakdown	
Energy consumption	140,02 kWh
Price per kWh	29,75 ct€
Energy cost	41,47 €
Base price	4,12 €
Taxes (19%)	7,33 €
Total cost	45,98 €

A 'More info' button with a right arrow leads to additional details. At the bottom right is a teal 'Download PDF' button with a document icon.

Product design has to function across
multiple brands

BUSINESS REQUIREMENT

WHITELABELING DESIGN SYSTEM

The UI was designed to allow partners to adapt it to their branding. Colors and font sizes are used sparingly.

32pt H1

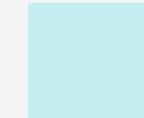


Brand color

21pt H2

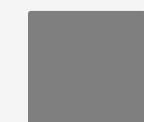


Text



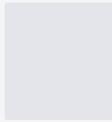
Emphasis (20% brand)

15pt H3



Subtext

15pt H4



Divider



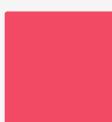
Inactive

17 pt



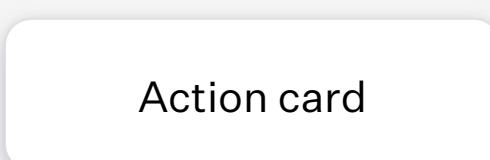
Input

17pt B

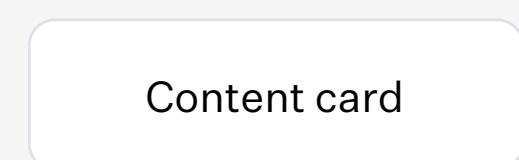


Negative

15pt small



12pt caption



—

First Croatian digital wallet

PROJECT — AIRCASH

MOBILE / UX & UI

Aircash is a digital wallet offering easy top-up and money withdrawal — while not requiring users to be a bank account holder — a new type of financial institution on the market.

Users can instantly send money abroad and pay for a multitude of services, including parking, topping up prepaid numbers and more.

Through partnership with PBZ, Aircash users can use ATMs for money withdrawal — without being PBZ customers.

Croatian National Bank (CNB/HNB) has granted Aircash a full EU license for electronic money.

With over 50k users and €13m/year in transaction amount — coupled with tight integration with many Croatian service providers — Aircash is one of the main players on the Croatian fintech scene.

PROJECT BRIEF

The existing versions of the app was in need of a refresh. Architecture was based on Cordova and design was an afterthought, taken care of by the development team.

Information architecture was non-existent — there was no clear hierarchy guiding the user through the experience.

The visual style was generic and undefined — there was no consistency between platforms or even across screens.

MY CONTRIBUTION

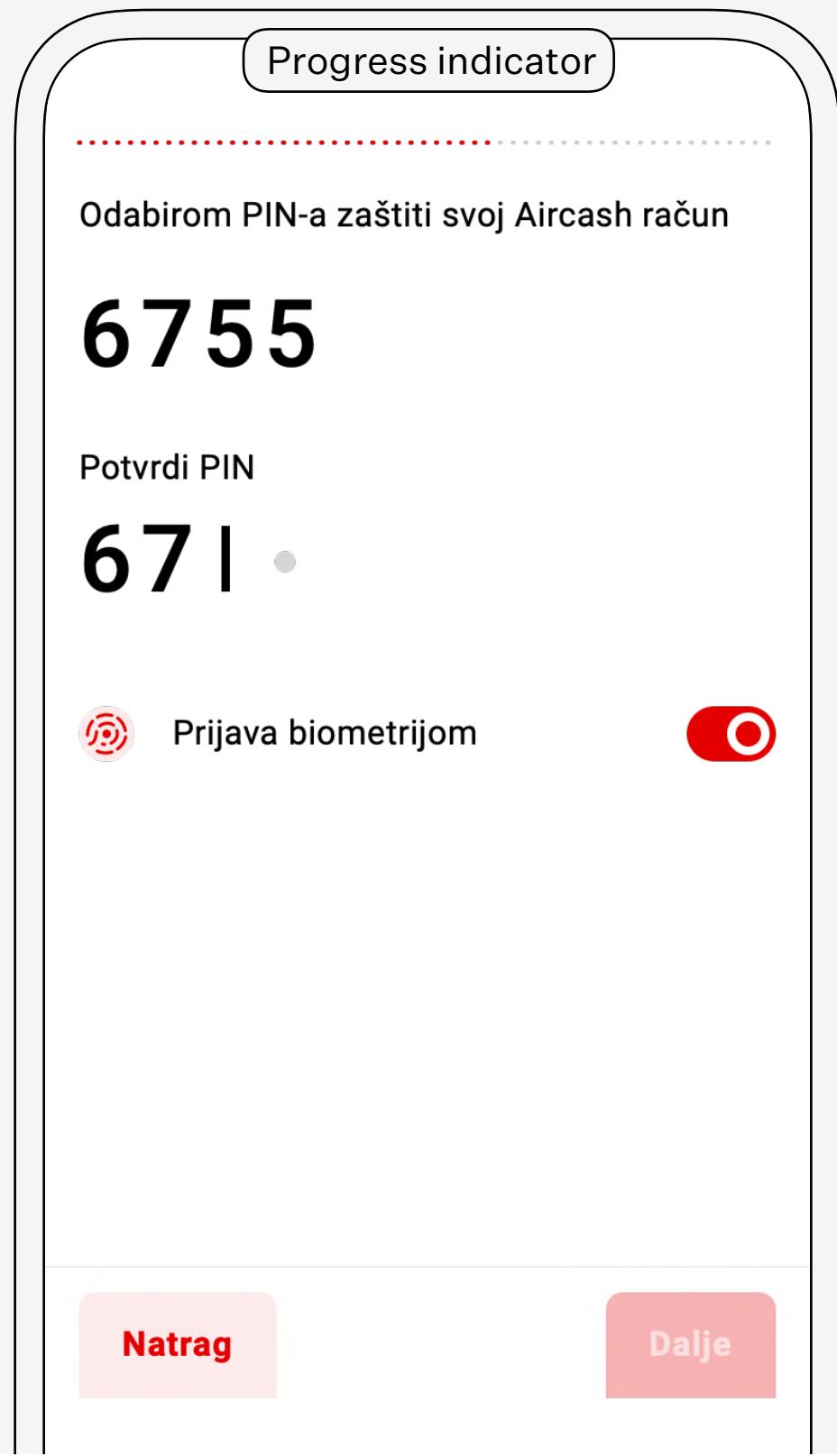
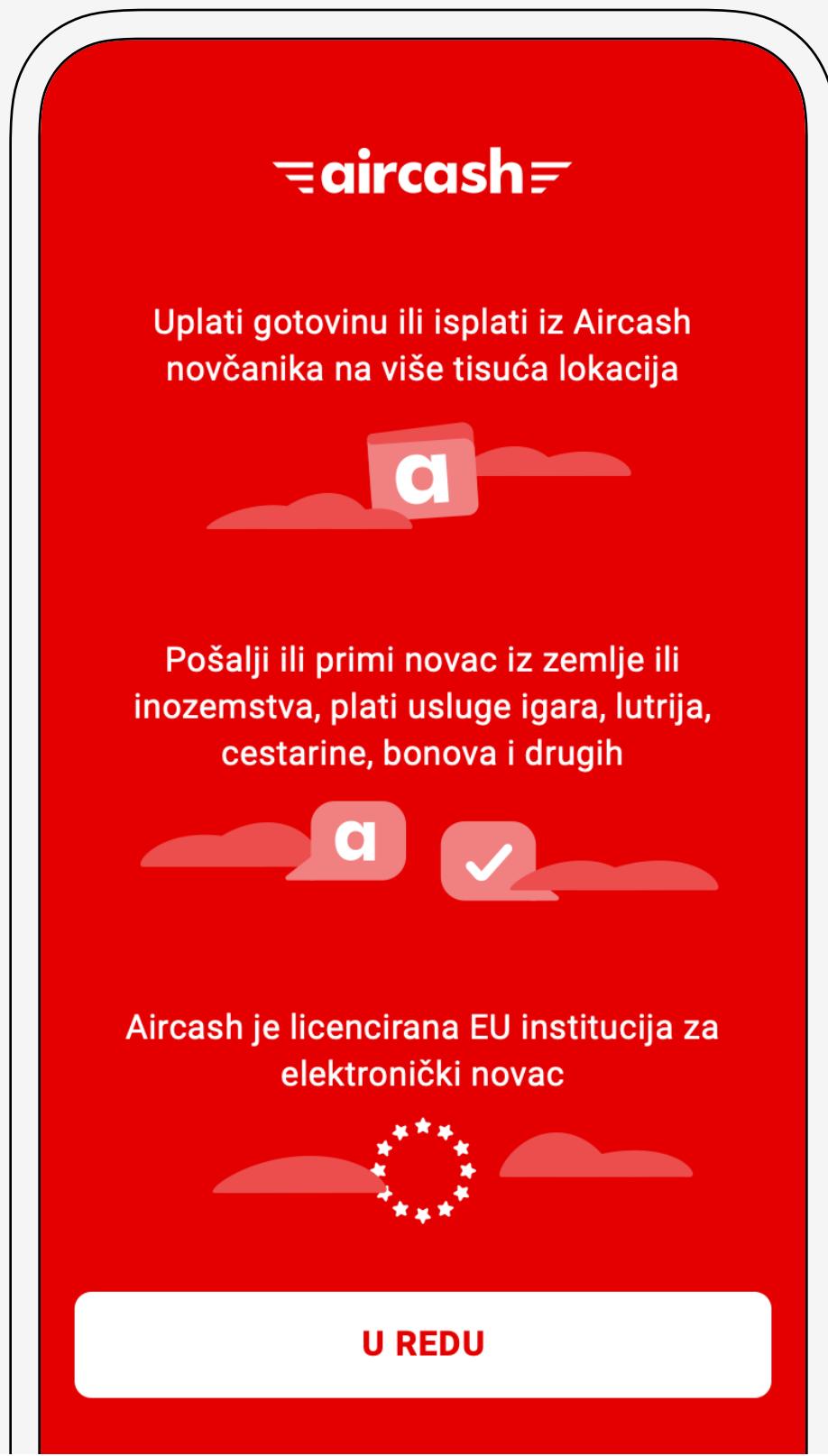
Working through analytics together with stakeholders we defined the most used features of the app and decided on a roadmap for redesign.

The lack of visual consistency and information architecture was tackled first.

Following that, I worked on defining, designing and expanding the services section — our main advantage in attracting new customers.

We also payed special attention to the user experience, designing and rolling out completely new onboarding and login sections in the app.

FIRST STEPS AND ONBOARDING

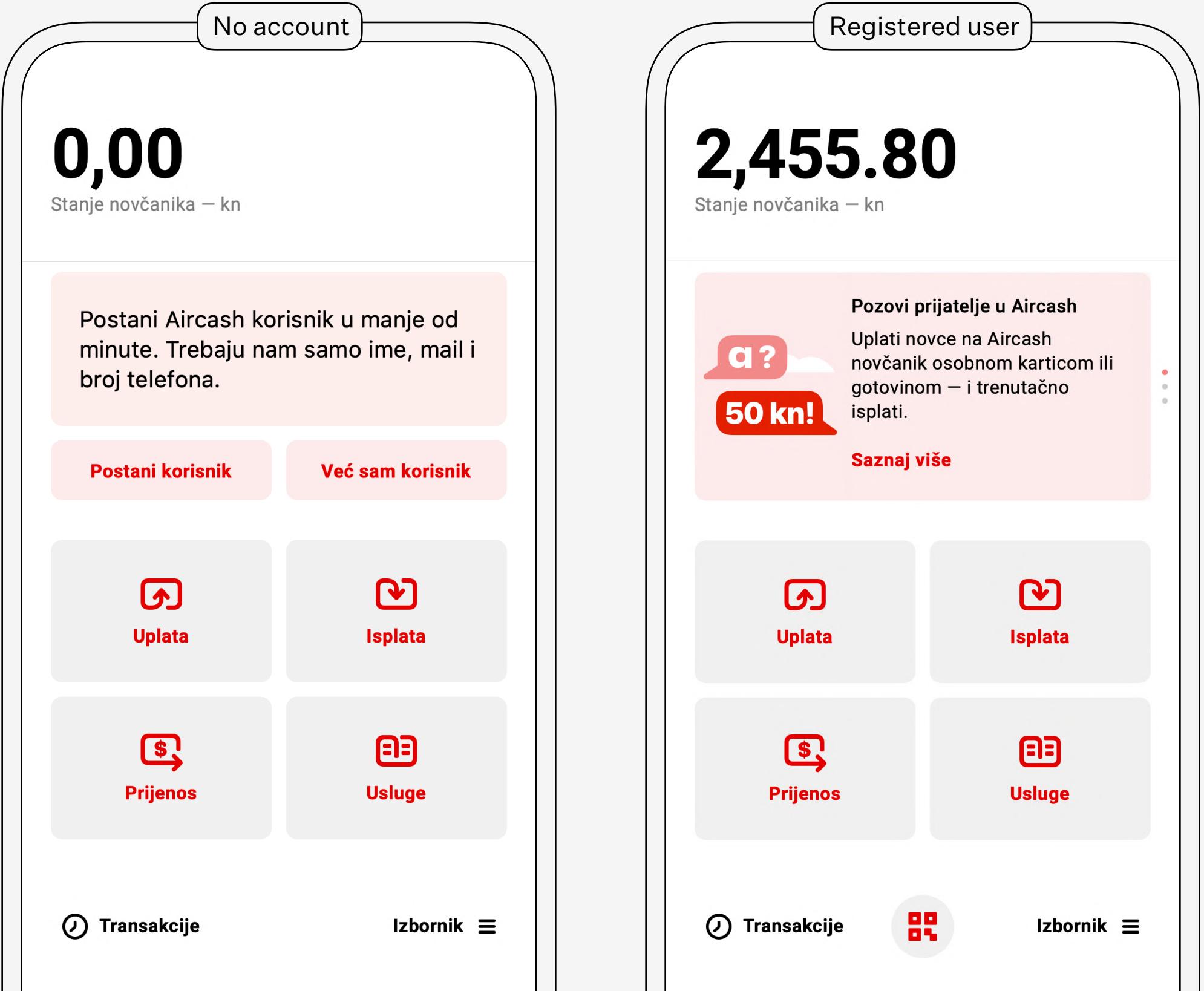


Revised onboarding and registration process helps new and existing users



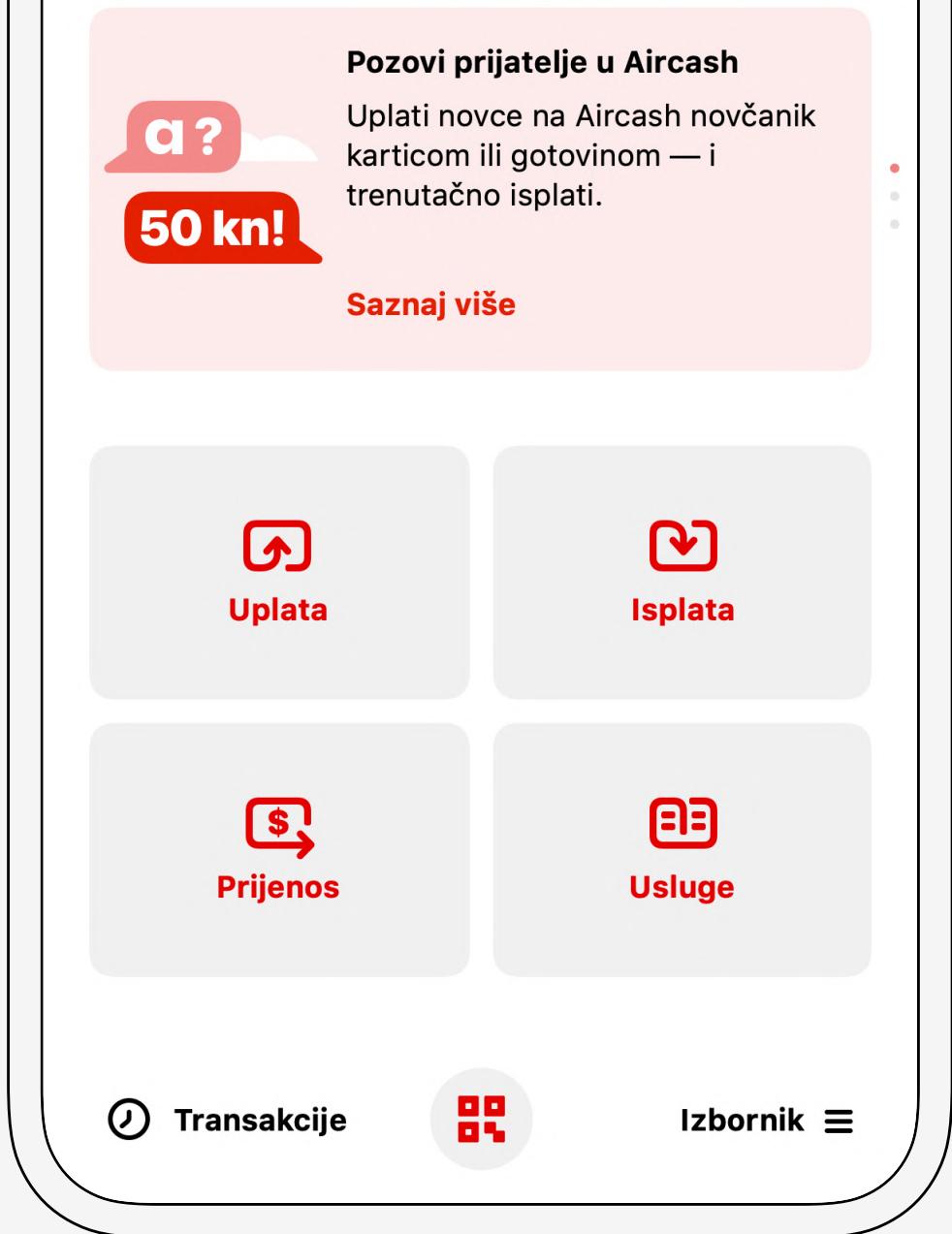
PUBLIC VERSION

Even without an account, new users can open and explore the app, incentivizing account creation.

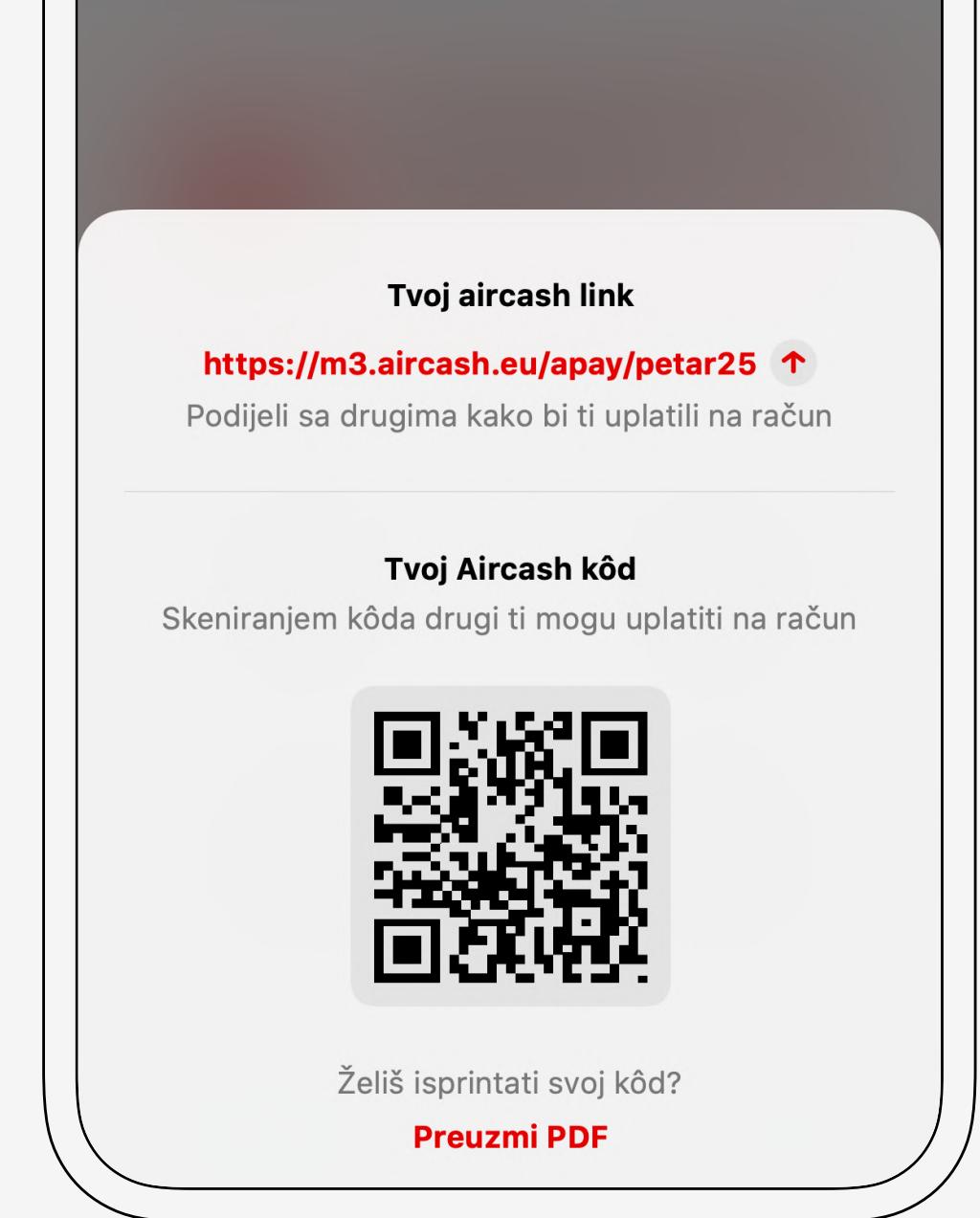


We need to solve IA issues — but keep development costs to a minimum

PRODUCT GOAL



To ease development, navigation was kept in the side menu. For better usability, the hamburger button was moved to the bottom.



A unique payment code was moved to the homescreen, incentivizing user-to-user transactions.

We need to decrease our customer acquisition cost

BUSINESS GOAL

An obvious solution was to add referral functionality.

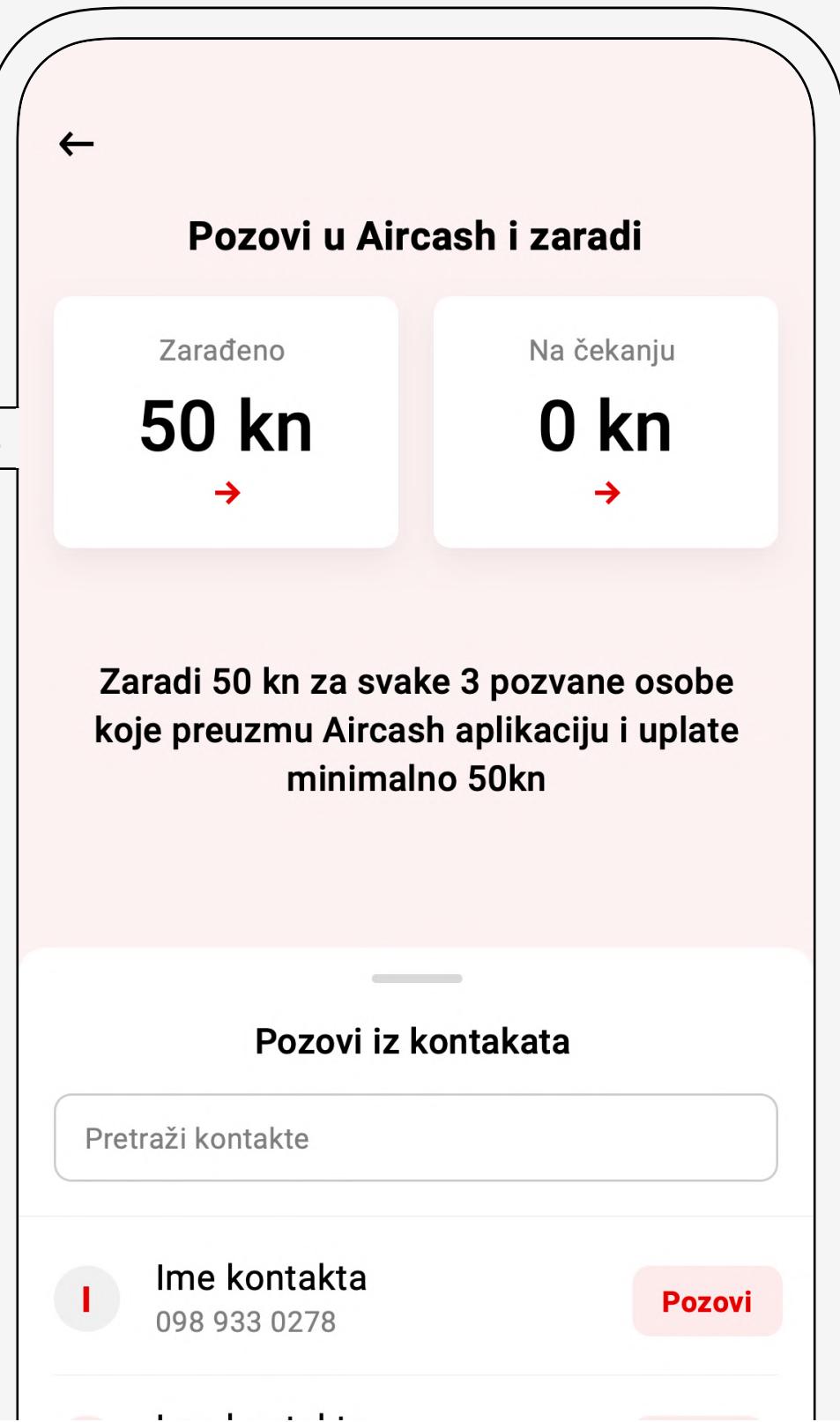
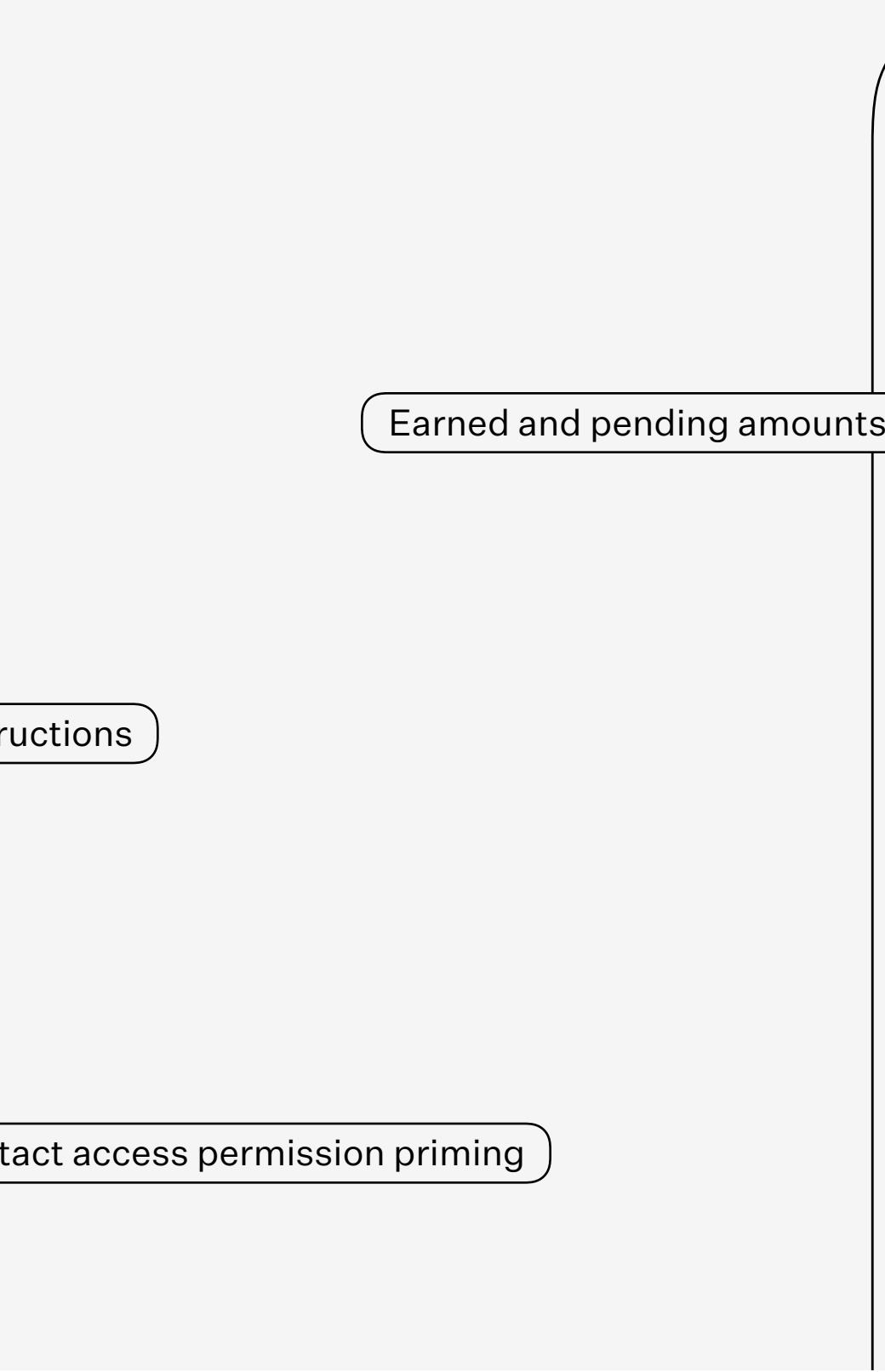
Users can invite their friends with one tap — sending an SMS with the link.

Main challenges laid in showing multiple statuses of invited contacts and explaining the process to the user.

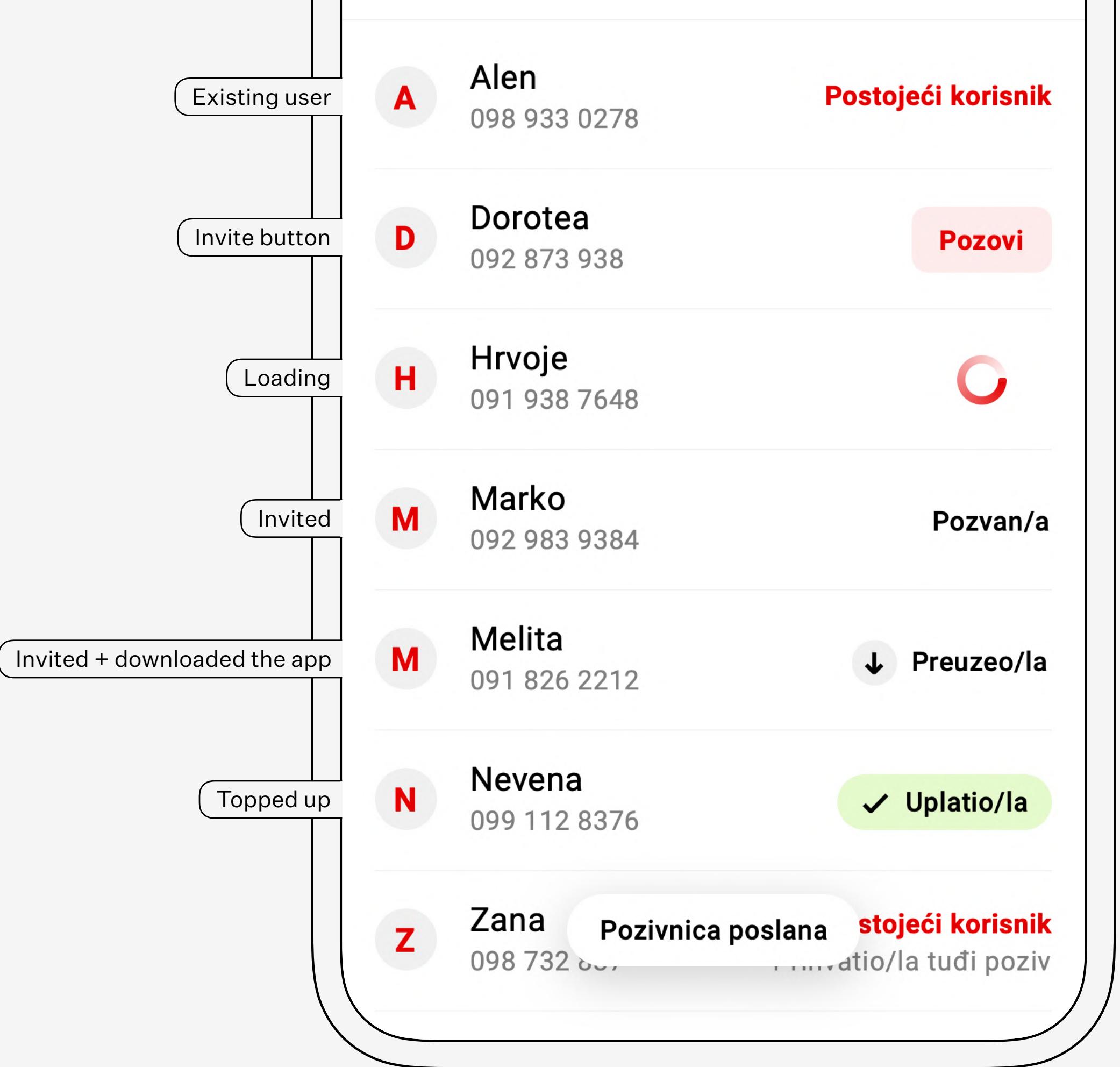
3 invited users have to top-up their account to complete the referral.

REFERRAL SECTION

Users are presented with instructions and an easy way to check on their invitations.



Different states of the invite process are communicated in the contacts list.



We need to provide our users with
safe money withdrawal

BUSINESS GOAL

Partnering with Privredna Banka Zagreb (Unicredit group member) gave us access to their vast ATM network.

Withdrawal is done by entering a code generated in the app — faster than using a regular card.

ATM CASH WITHDRAWAL

Users get initial instructions in the app, the rest is shown on the ATM.

The image displays two screenshots of an ATM cash withdrawal interface. The left screenshot shows the initial instructions in the app, while the right screenshot shows the transaction details on the ATM screen.

Left Screenshot (App Instructions):

- Header:** Isplata sa novčanika
2.455,80 kn
- Section:** Način isplate
- Buttons:** AIRCASH PARTNER (grey), PBZ BANKOMAT (red)
- Text Input:** Iznos od 10,00 do 2.000,00 kn
800,00| kn
- Text:** Današnji limit 3.000,00 kn
- Text:** Za isplatu pritisni donju desnu tipku na PBZ bankomatu i slijedi upute na ekranu.
- Buttons:** Instructions (grey), ATM map (grey), Lokacije bankomata (grey), Generiraj kod za isplatu (red)

Right Screenshot (ATM Screen):

- Header:** Kod za isplatu 800,00 kn
- Text:** 757 071
- Text:** Vrijedi još 6:25
- Text:** Expires in
- Text:** Naknada 0,00 kn
- Text:** Ukupno 800,00 kn
- Text:** U REDU

Aircash — safe money withdrawal

I want more services within Aircash —
so I can do more with my money

USER GOAL

With information architecture and a new visual style in place, our focus was moved to expanding our user base by implementing new features — general direction was to expand on the “digital wallet” idea.

We envisioned Aircash Pay, enabling user to pay invoices or specific amounts to other Aircash users — by scanning a QR code.

Along with that we added paying for parking inside Croatian cities — making Aircash attractive to numerous tourists.

AIRCASH PAY

Aircash Pay is a system for easy payments using QR codes generated by the Aircash app.

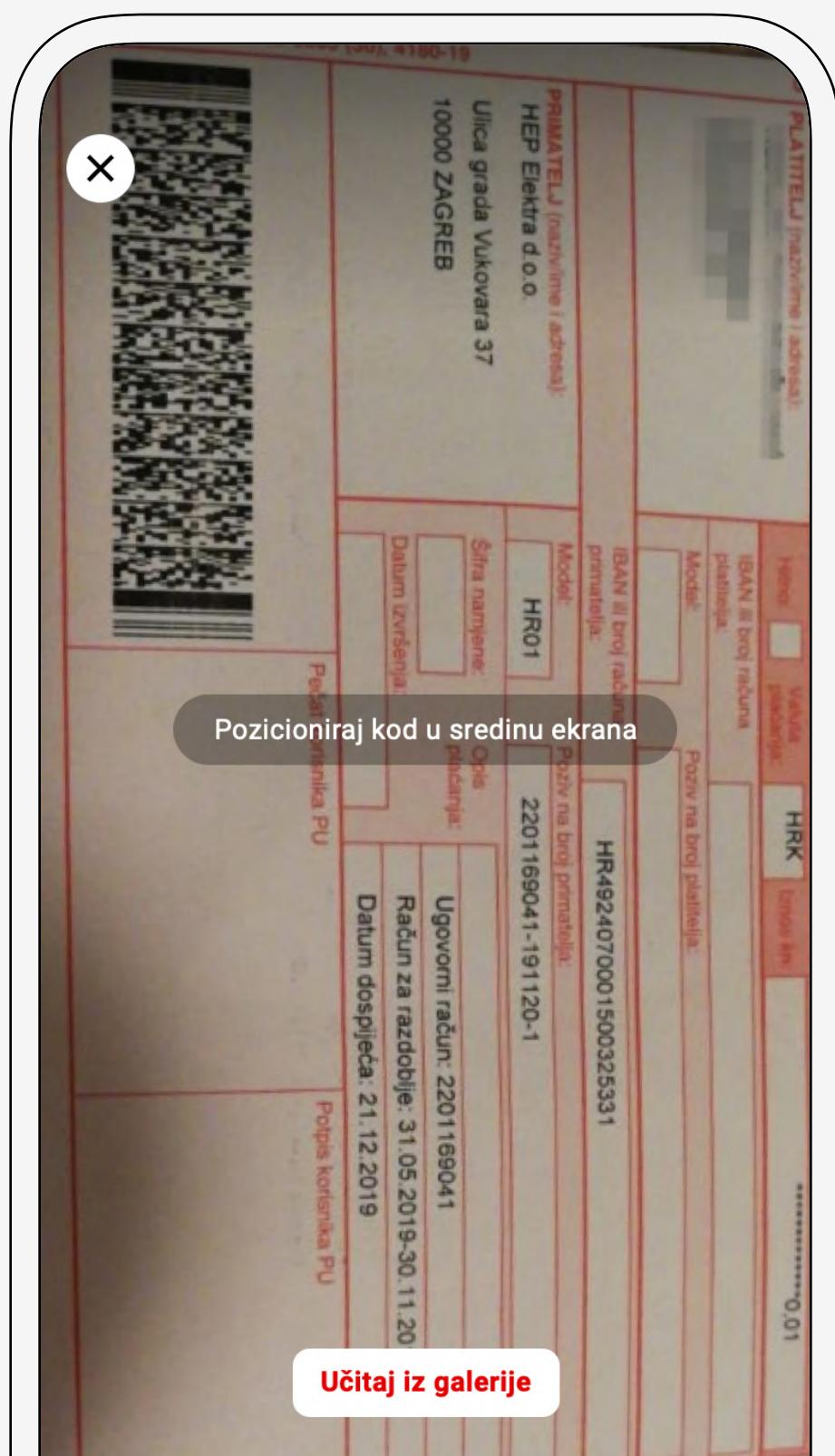
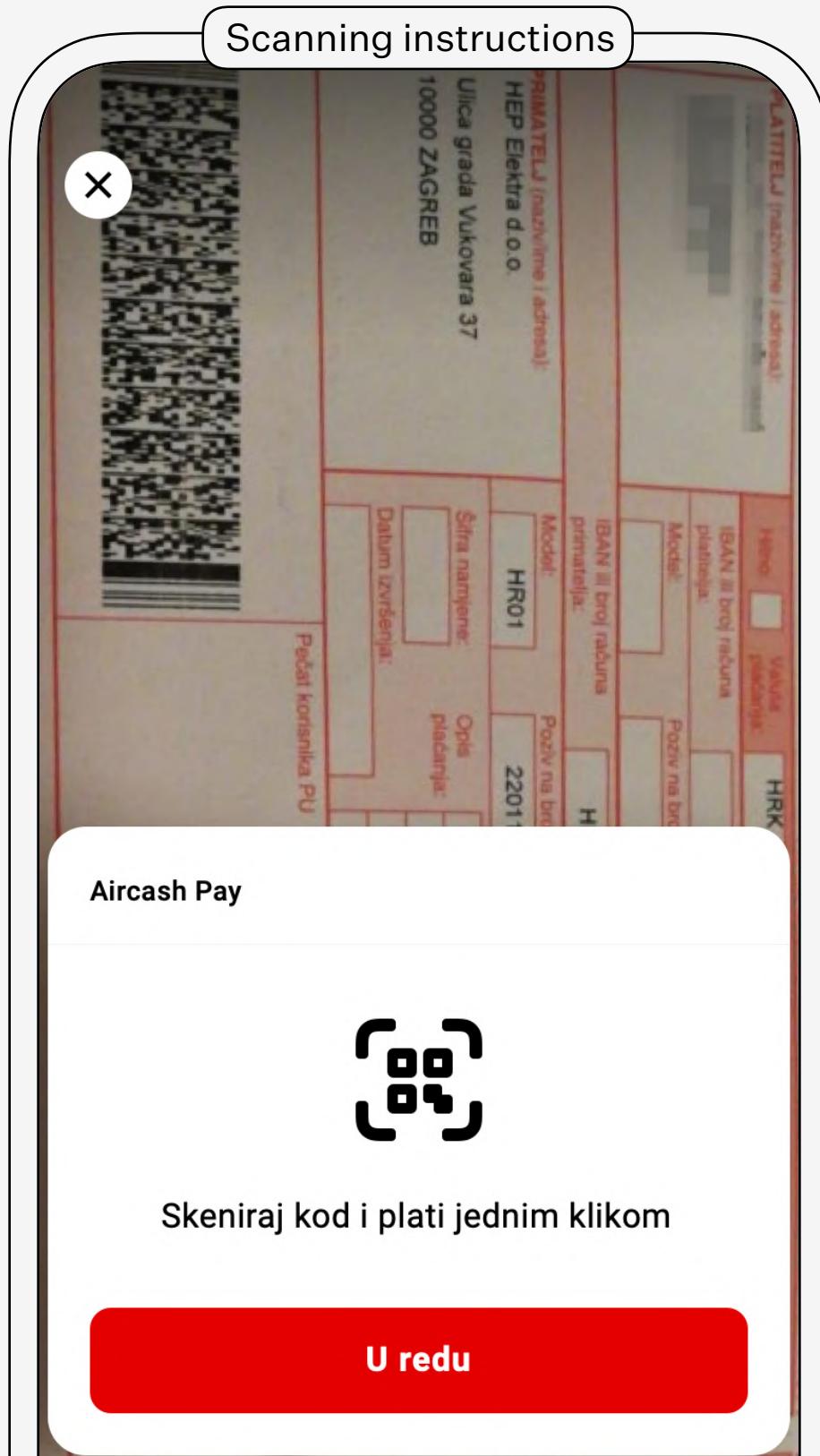
Users can scan a code and pay a specific amount, or input the amount manually.

Every user gets his Aircash code when creating an account — they can also create numerous ones for specific amounts.

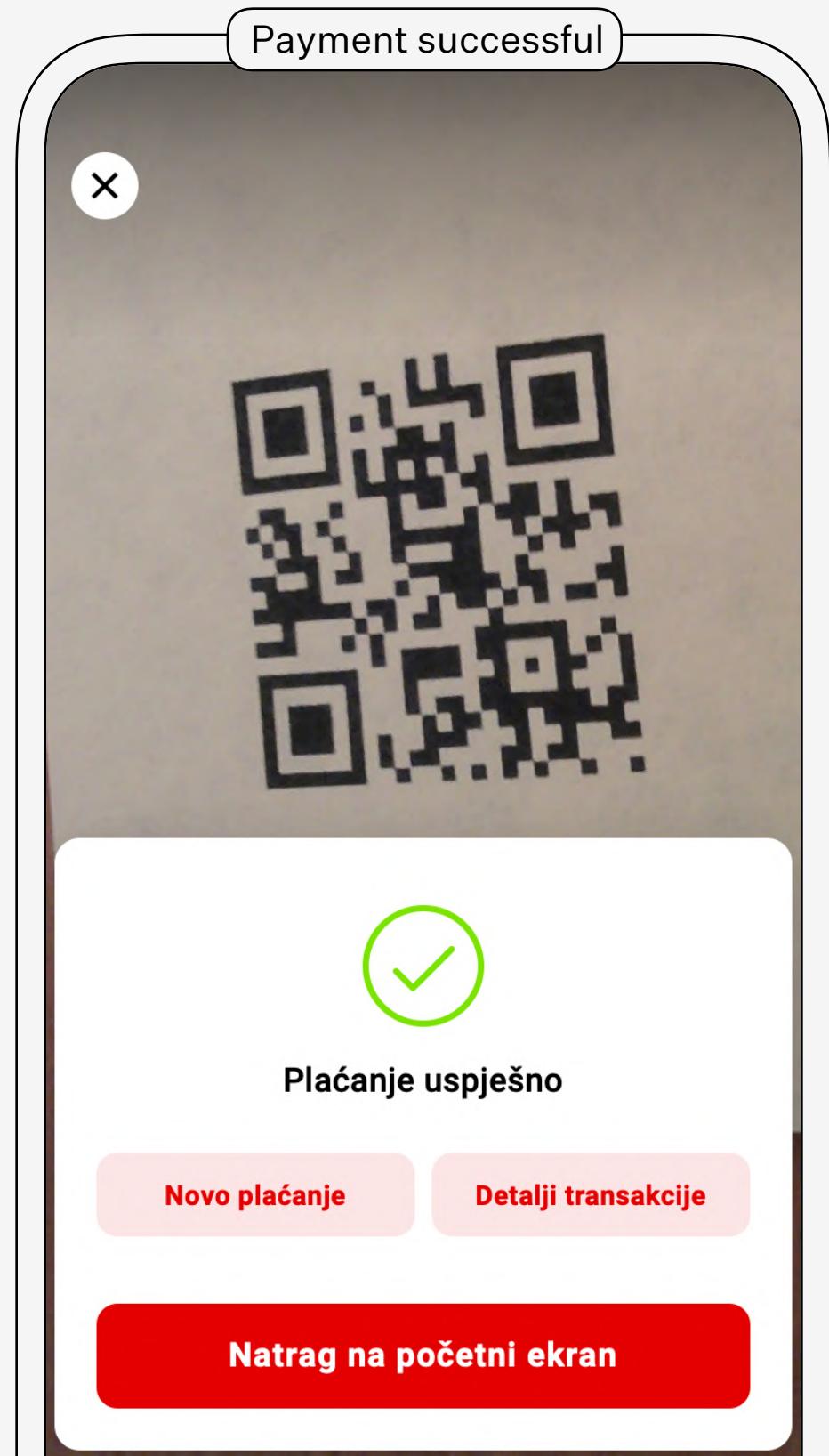
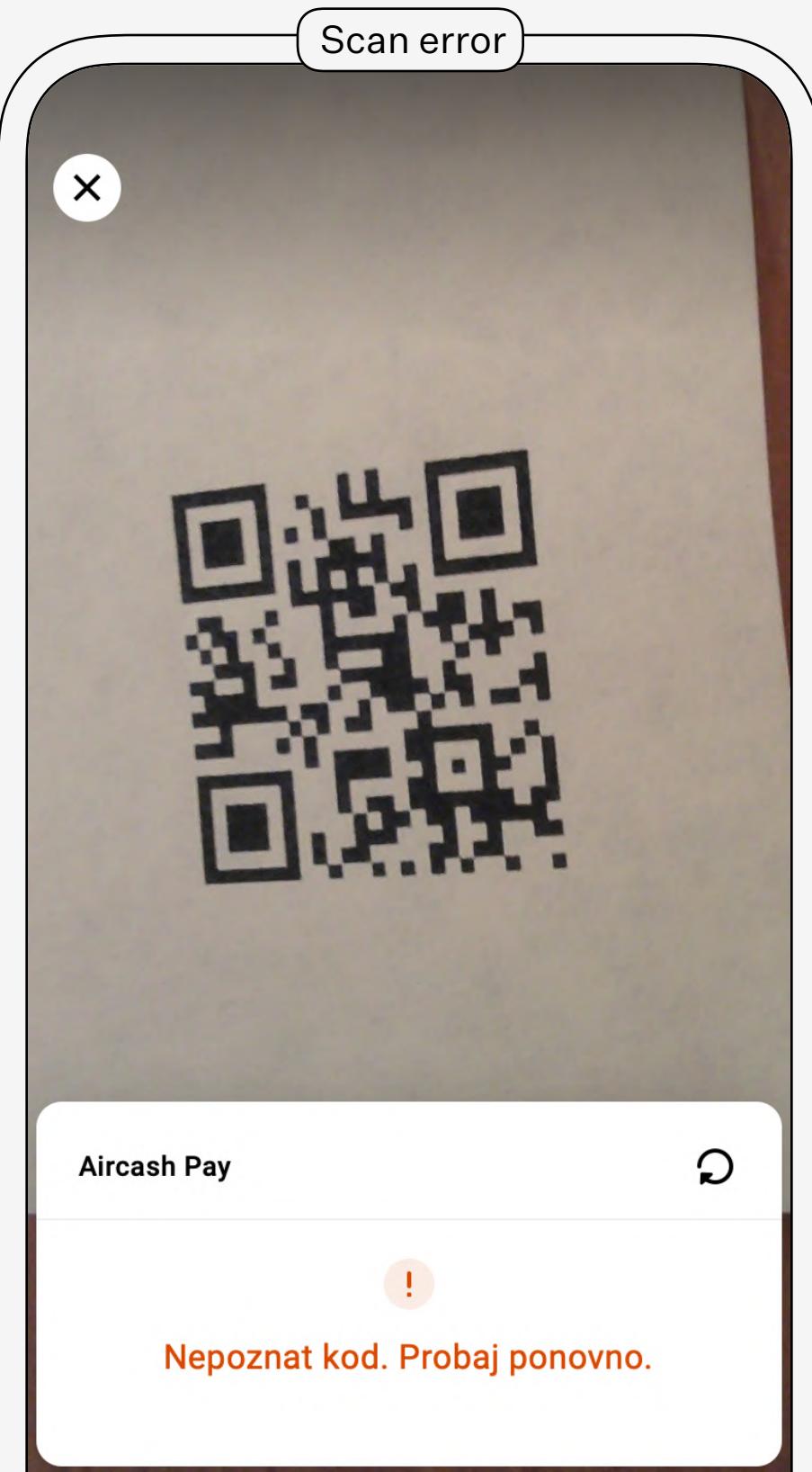
Aircash Pay also supports 2D barcodes found on most invoices.

AIRCASH PAY – FIRST STEPS

Camera permission is primed inside the bottom dialog itself — which is used for all communication.



Users pay via Aircash QR codes — either any or a specific amount.



PAY FOR PARKING

Users select a car registration, their current city + zone and ticket duration — ranging from hourly to yearly.

Location and zone is detected automatically to speed up the process.

Users are reminded — via push notifications — when their parking ticket is about to expire.

PAY FOR PARKING – INITIAL SCREEN

Vehicle selection

Brumbrum
ZG6250HH

Crveni metak
ZG0787BO

Grad i zona

Lociraj me

Zagreb

Location + zone selection

1. zona

2. zona

3. zona

4.1.1. zona

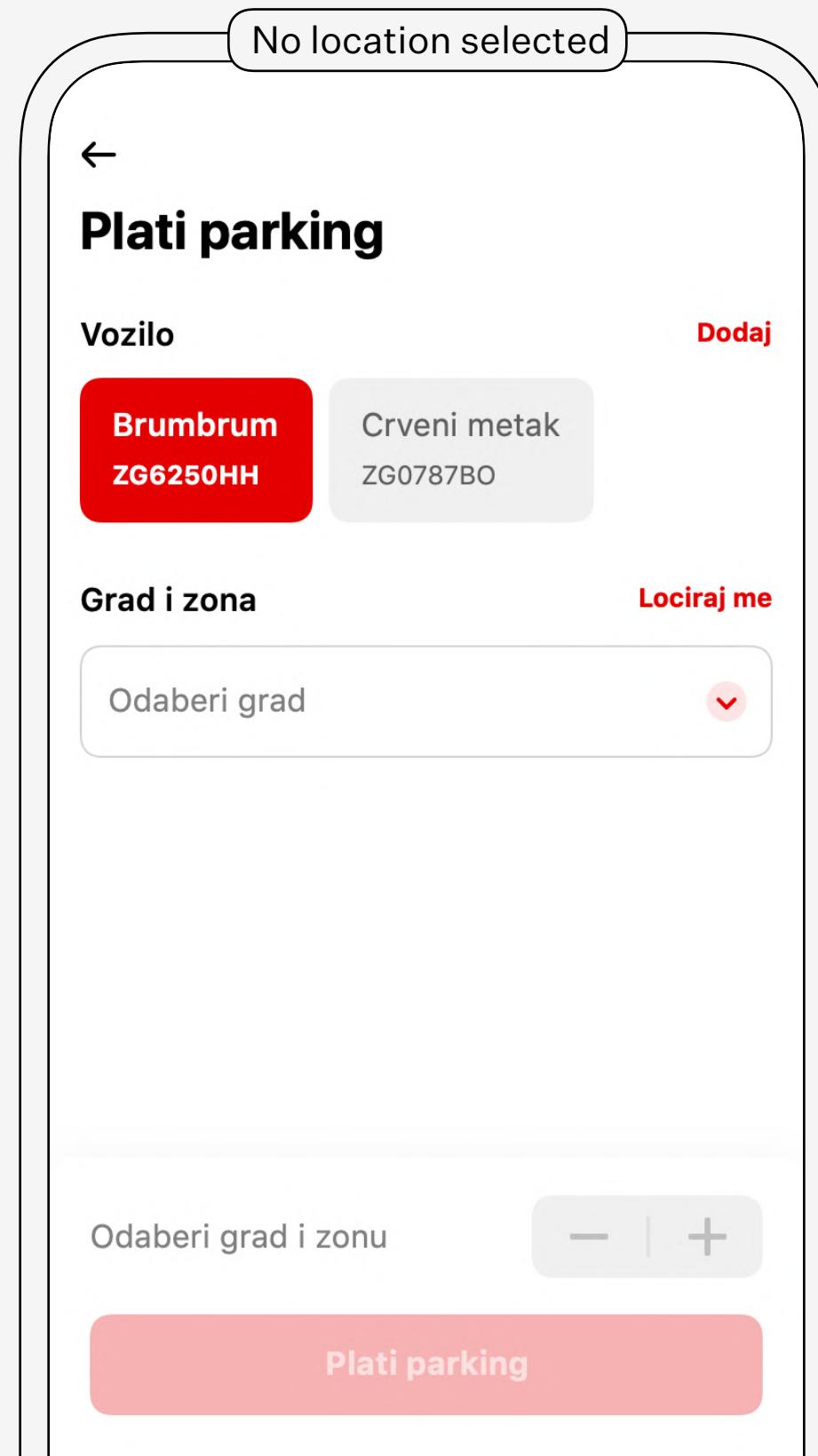
Sat Dan Tjedan Mjesečna

3 sata
36,00 kn

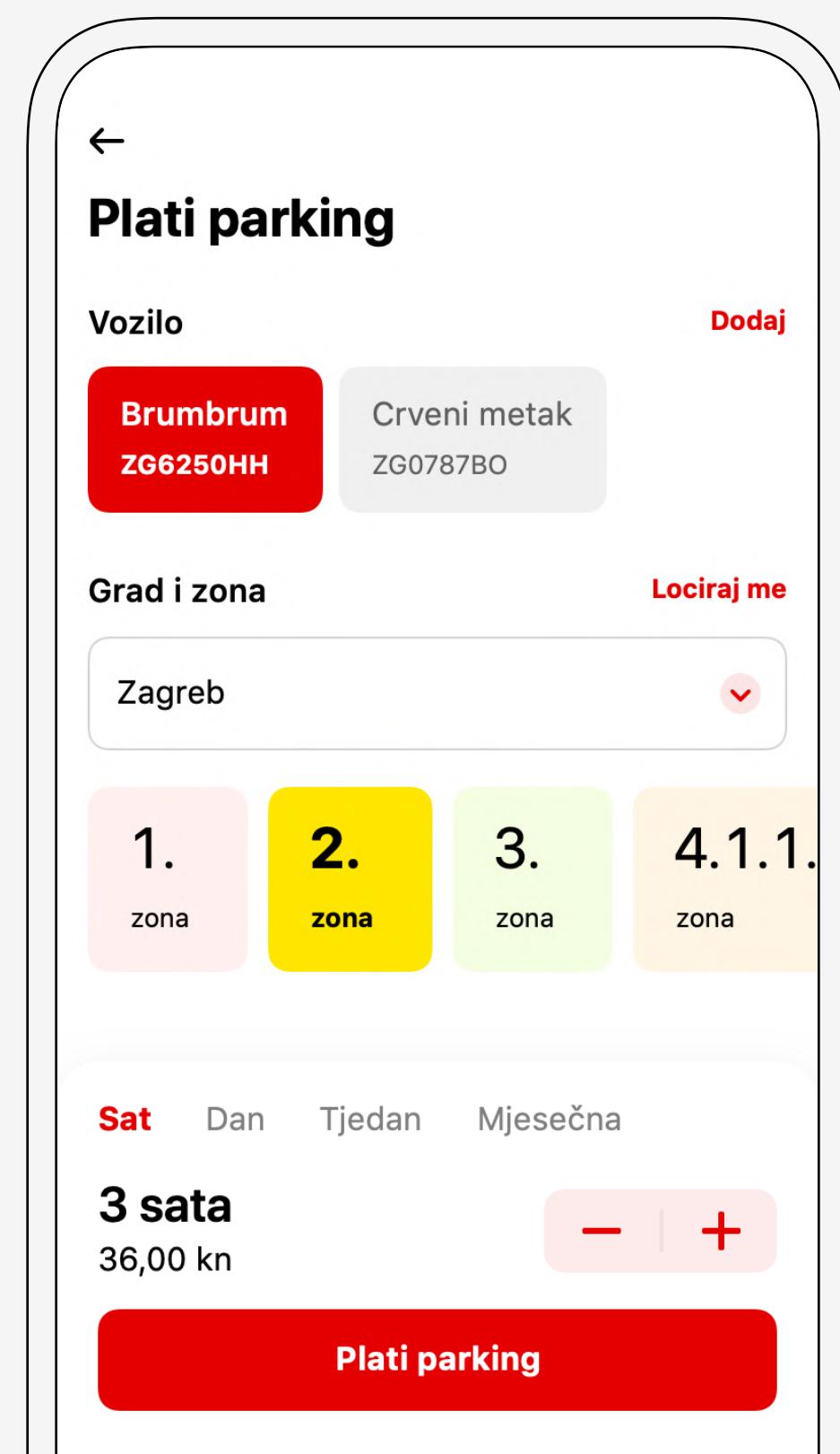
– +

Plati parking

PARKING – ADD A VEHICLE



Illustrations entertain users while they add car registrations.



—

Measuring rooms in AR

PROJECT – ROOMETRIC

MOBILE & WEB / UX & UI

Roometric is a startup based in Berlin providing mobile measurement solutions.

Their iOS and Android apps enable you to 3D-scan an interior using only a smartphone. 3D scan can be imported into a 3rd party interior planing solutions, or used to calculate if the rent is illegally high.

Automatic surface calculation, 3D-visualisation and CAD model generation are just some of the features behind 2 patents Roometric holds.

They are backed by Horizon 2020 SME-Instrument of the EU.

PROJECT BRIEF

The app, developed in Unity already had its UX defined. I was brought into the project to improve the UX and design the UI.

The software itself worked amazingly, but using and testing the app uncovered some problems. There were major inconsistencies in the information architecture, and identical AR functions behaved differently across different screens.

MY CONTRIBUTION

Information structure was revisited. Adding success messages and improving guides and tips solved some of the problems. Providing users with consistent back functionality and warnings for destructive actions solved the rest.

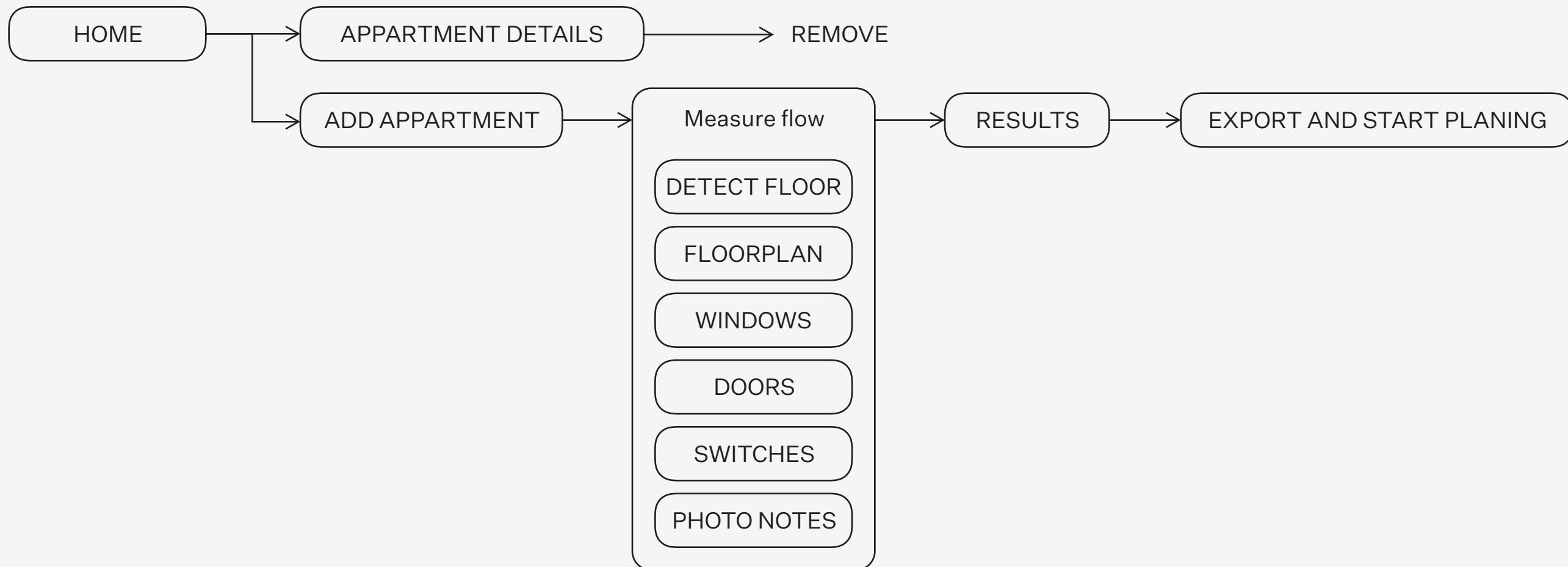
The behaviour inside AR was also standardized. After that I designed the UI (except illustrations). Final testing was done on groups of 3 users, with revisions after each test.

SYSTEM ARCHITECTURE

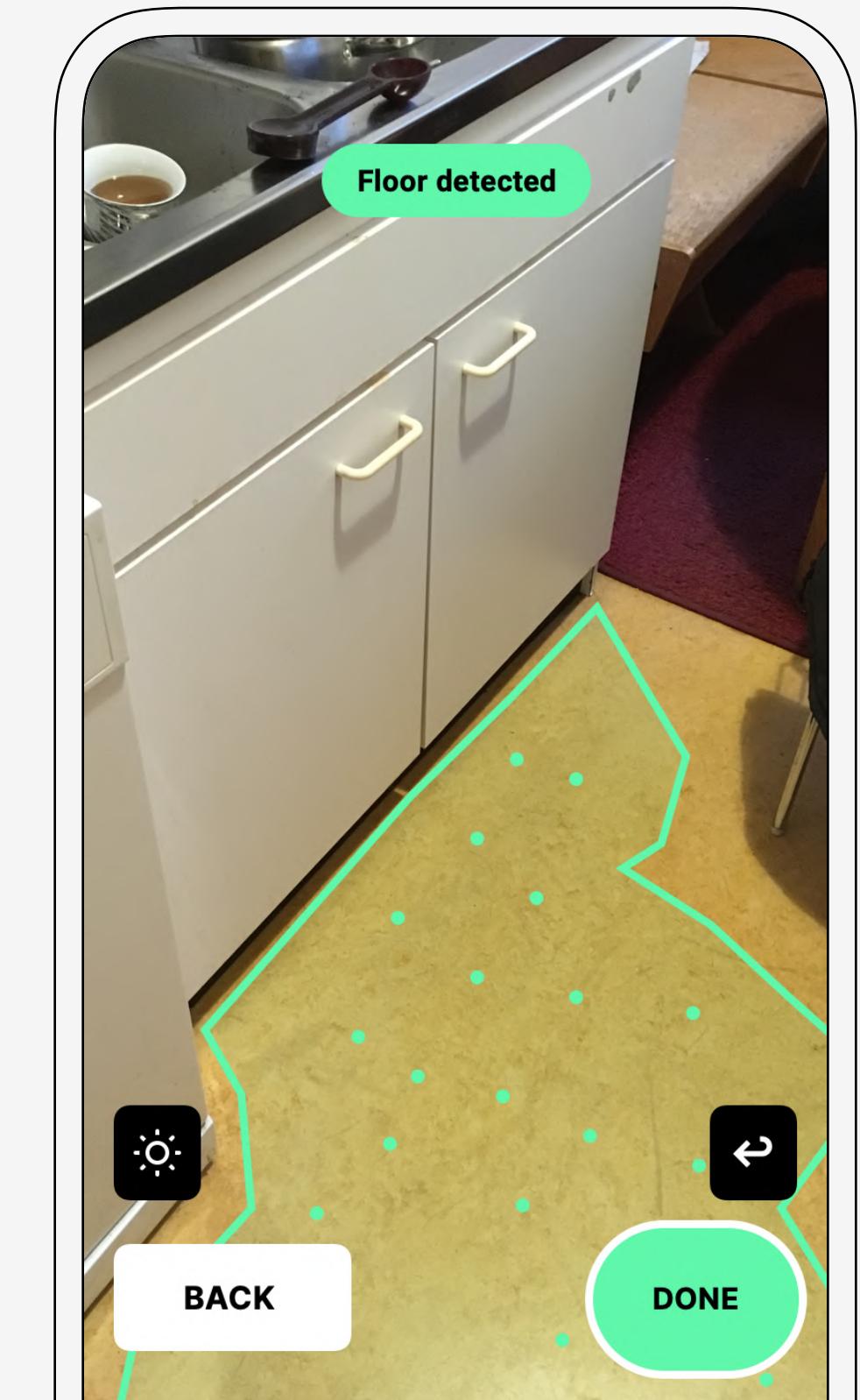
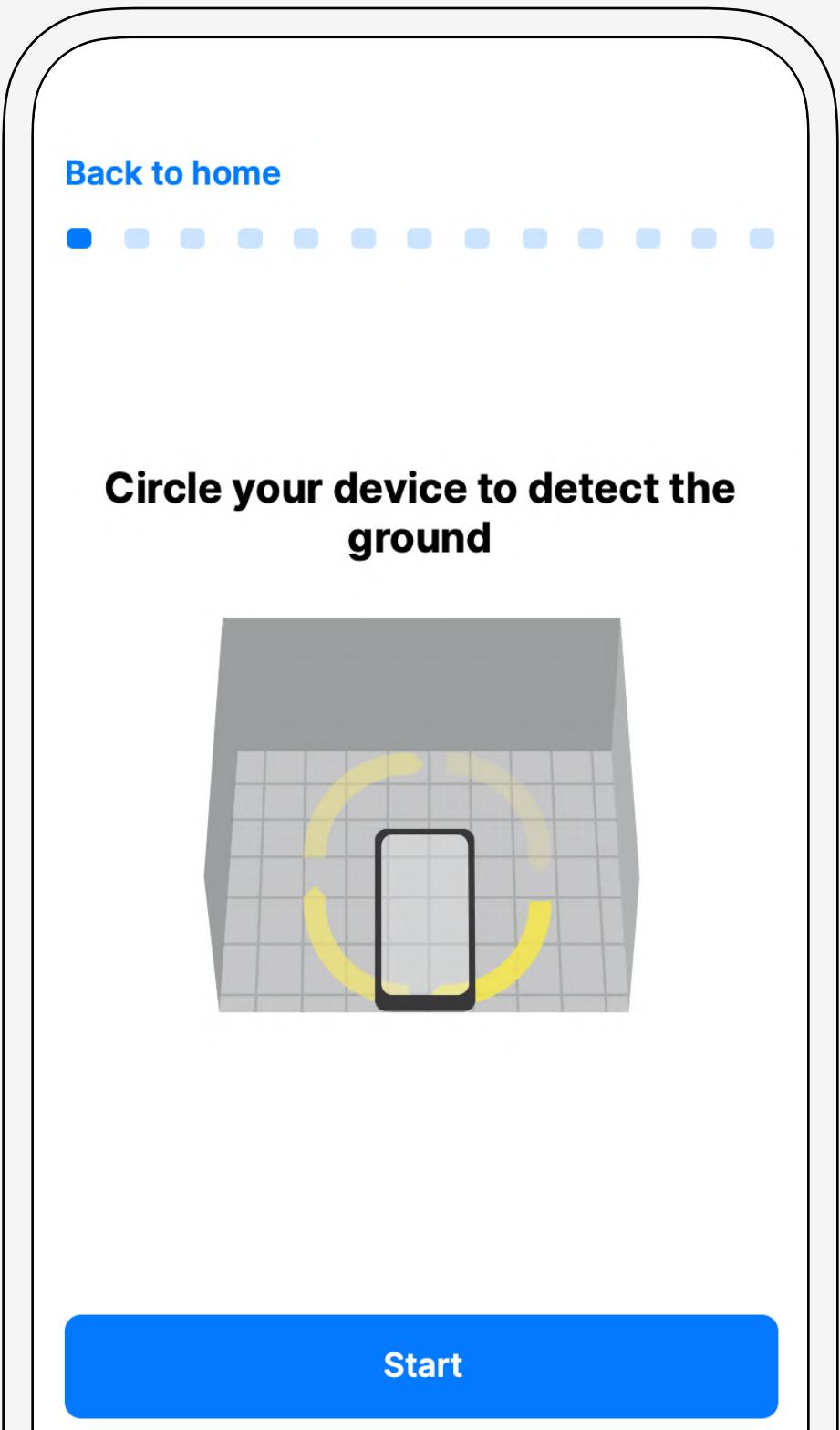
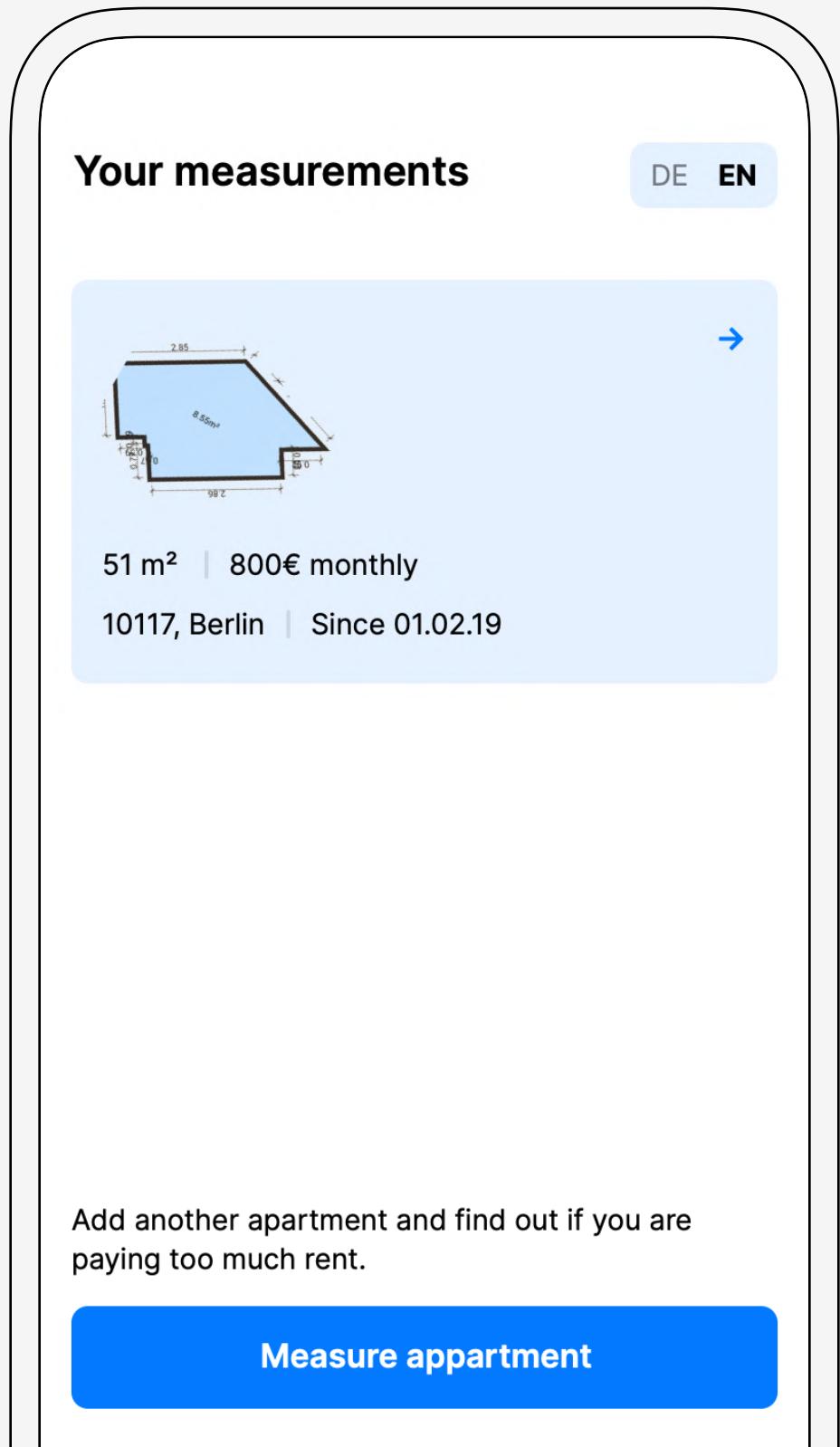
To get to the source of UX problems, a detailed flow diagram was derived from the existing solution and improved where necessary.

USER FLOW

Based on the flow diagram a revised user flow was designed for future reference.



HOME AND SCANNING PROCESS



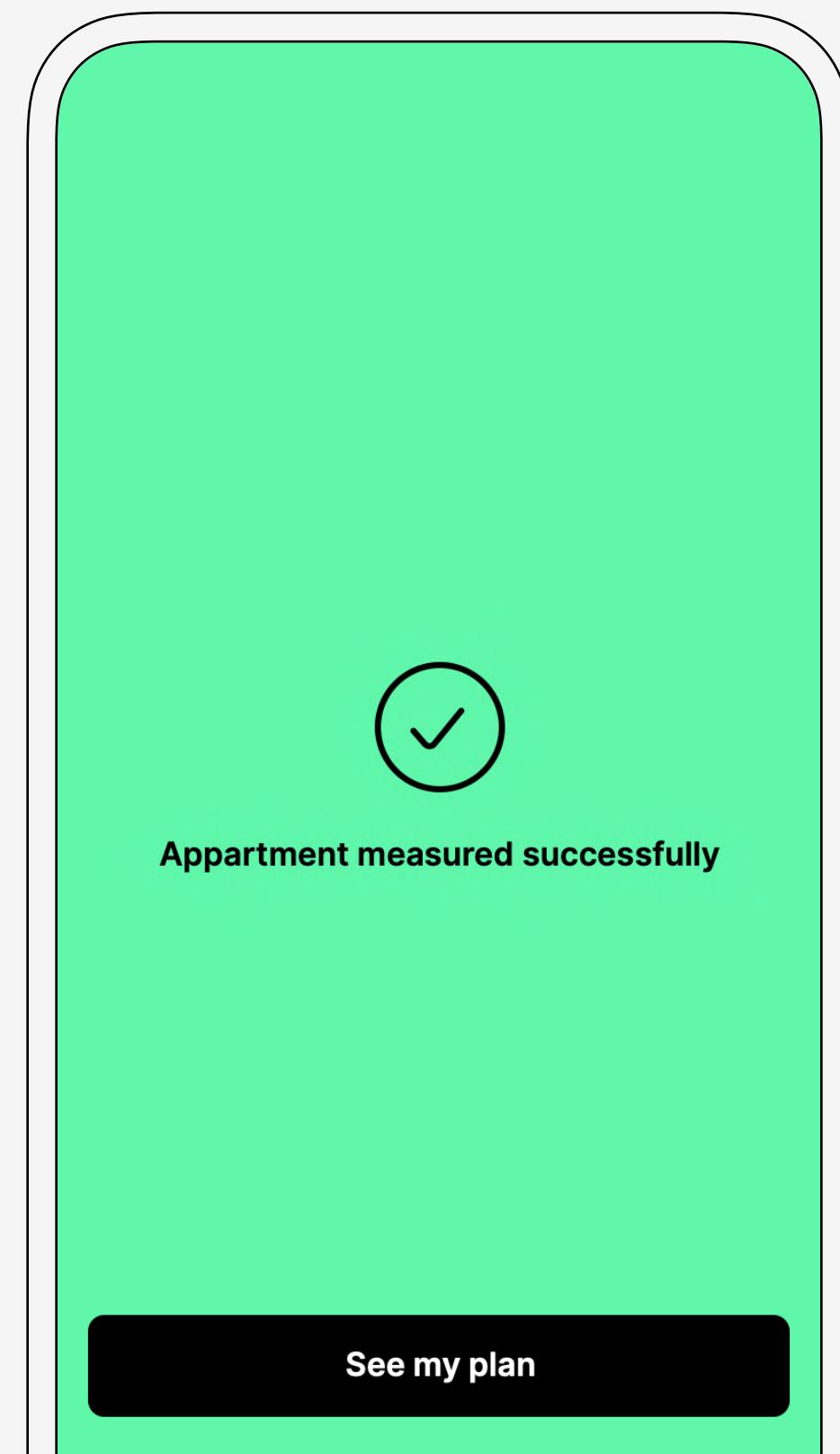
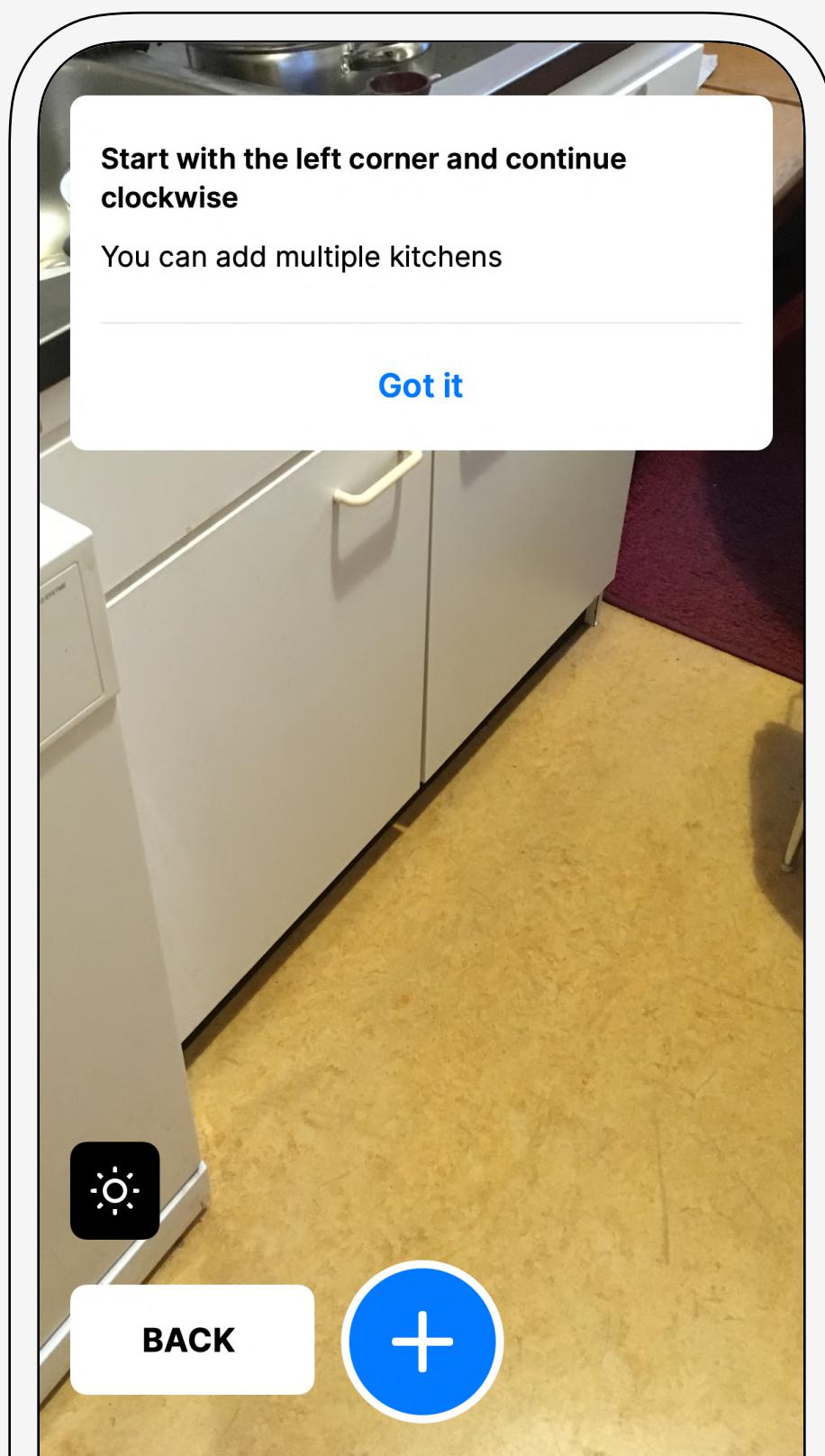
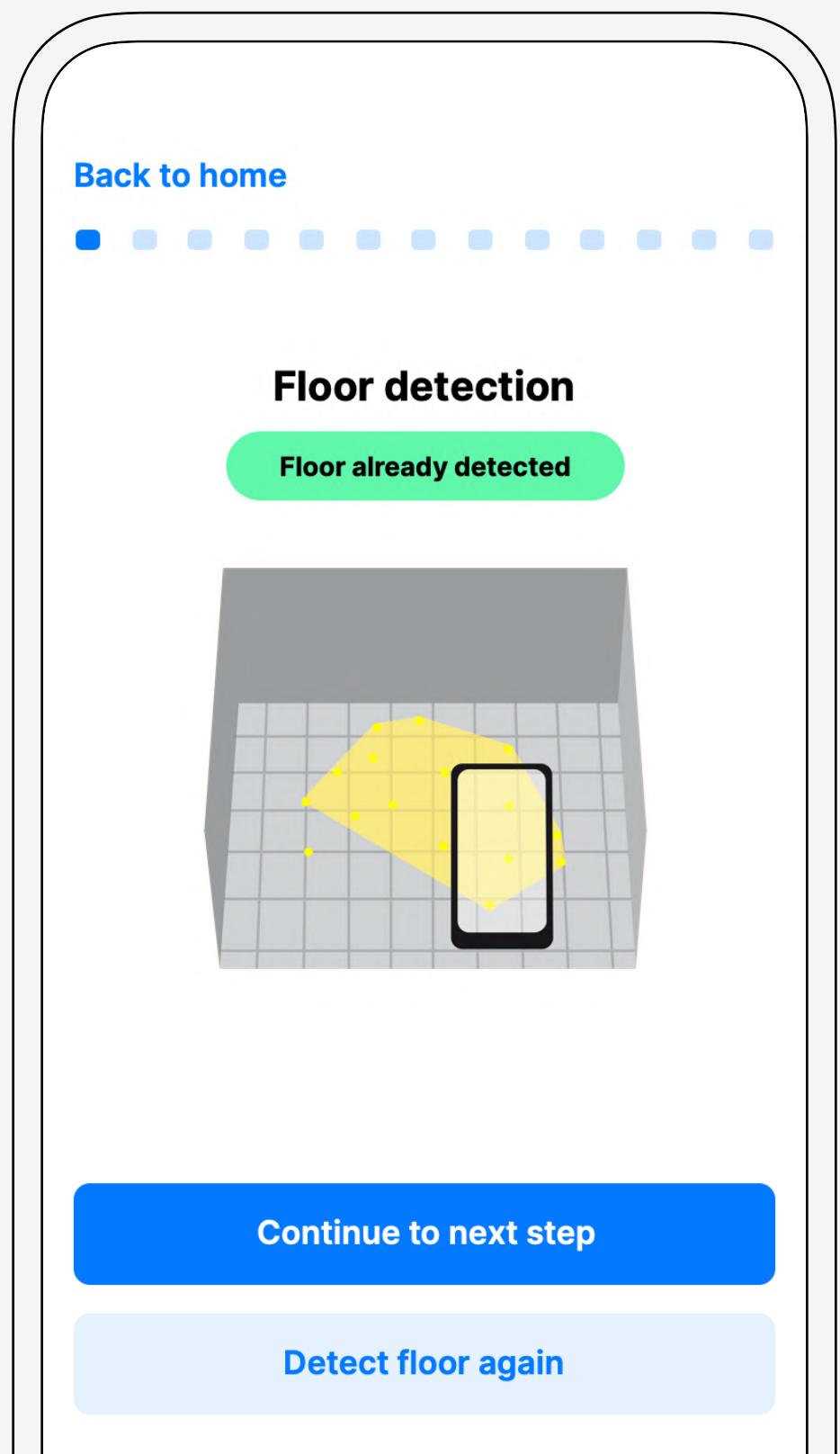
Users can see all of their measured apartments and easily create a new measurement.

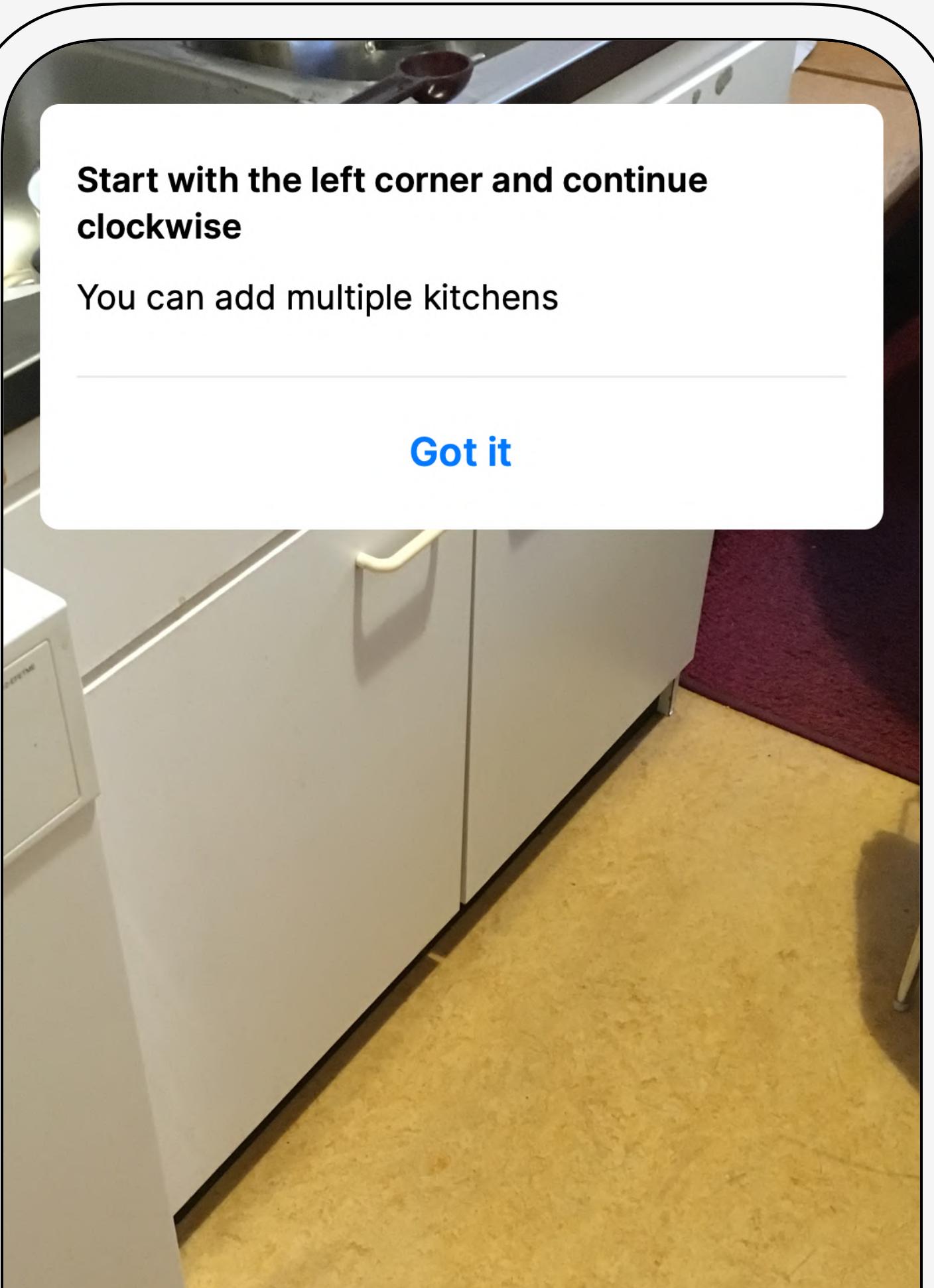
I don't want to get confused with AR
functionality

USER GOAL

INSTRUCTIONS AND FEEDBACK

Most of our users are not familiar with AR, so it is important to guide them and provide them with constructive feedback.





Start with the left corner and continue clockwise

You can add multiple kitchens

Got it

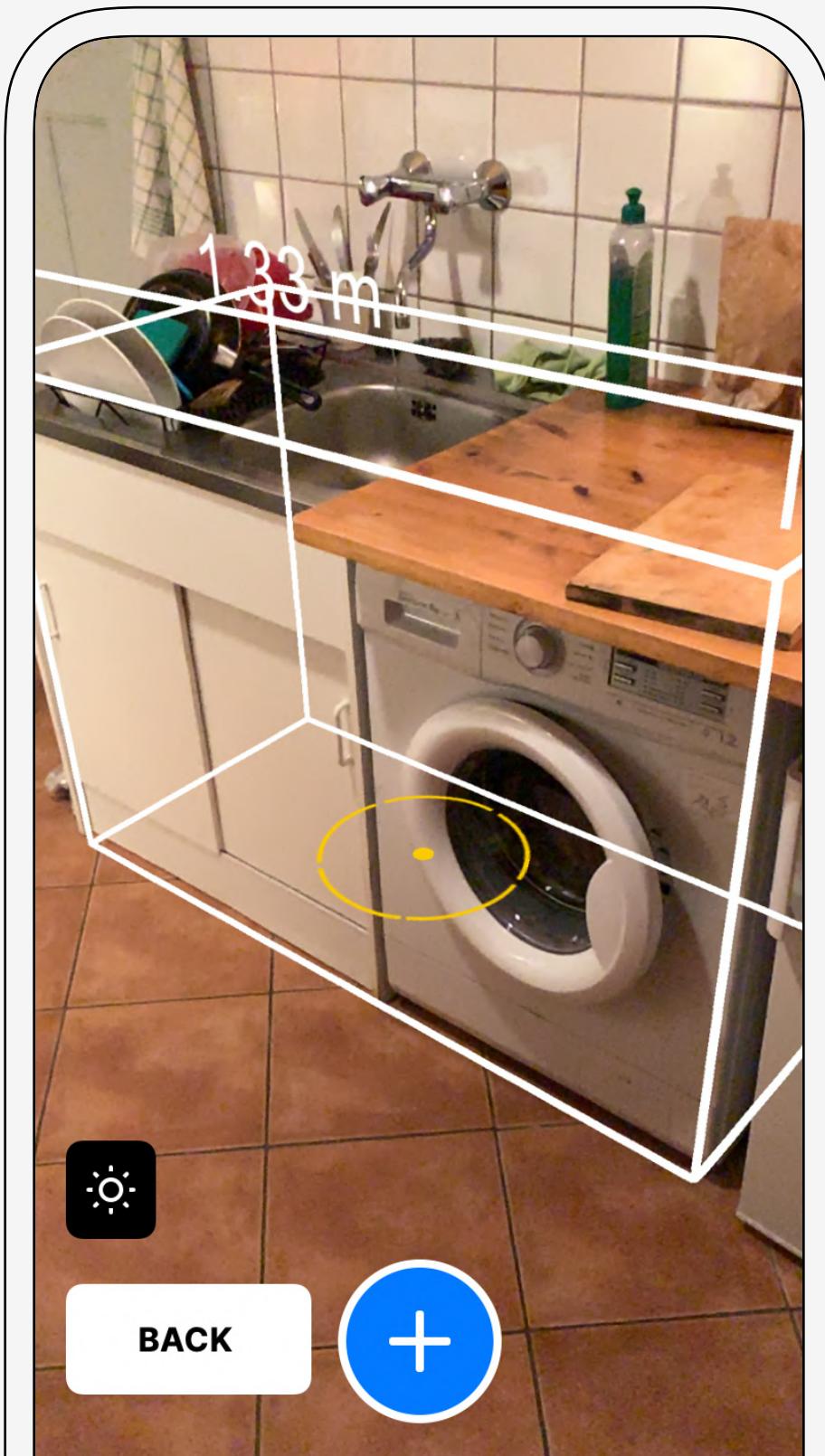
The users get step-by-step instructions. They can dismiss them if they want to focus on scanning the room.

I want real-time AR feedback

USER GOAL

AUGMENTED REALITY

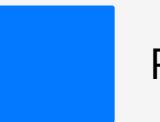
All measurements taken by users are displayed in real time AR, providing users with feedback.



DESIGN SYSTEM

UI was kept as simple as possible to emphasise industry leading AR experience.

Title – 25 pt



Primary



Illustration

Body – 15 pt



Emphasis (20% primary)



Illustration emphasis

Body small – 13 pt



Success

Emphasis/Button – 15 pt B



Negative

We want to export the 3D scan to
existing interior planning software

BUSINESS NEED

The final step is sending the 3D-plan to the interior planner.

To do this, the user scans a QR code inside 3rd party desktop software for interior planning. The app injects the URL with correct parameters making the room available in the desktop app.

After that, he can easily share the link with his interior designer.

OVERVIEW AND SHARING

Back **Appartment** **Delete**

Contract **Floor plan**

Your apartment is 5 m² too small, so you are entitled to rent reduction and refund.

62,00 € **2.250,00 €**

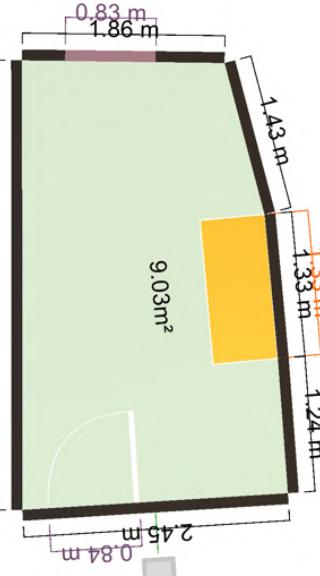
Rent reduction Refund amount

Show calculation ↓

Contact us for details on reducing your monthly rent and getting a refund

Call us →

Close **Floor plan**



4.12 m 0.83 m 1.86 m
0.84 m 2.45 m 1.43 m
0.93 m² 1.33 m 1.24 m

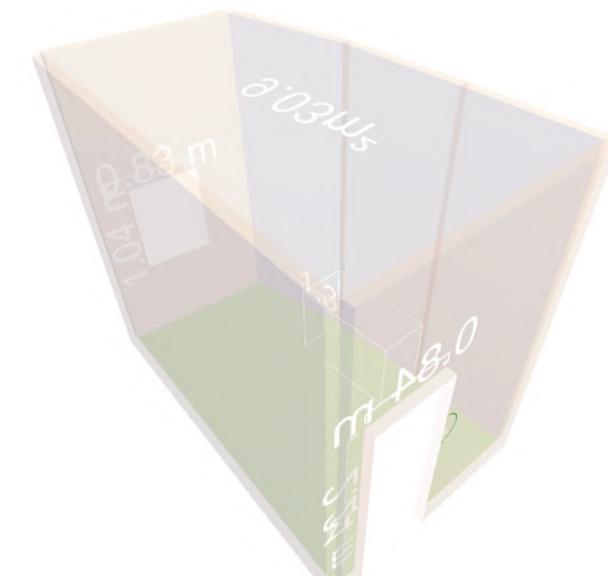
3D view

Photos gallery
You have not taken any photos of this appartement

Share plan

User is informed about potential savings. Scan with all measurements and elements (doors, windows etc.) can be uploaded to 3rd party services.

Close **Floor plan**



3D view

Photos gallery
You have not taken any photos of this appartement

Share plan

—

Revolutionizing senior care

PROJECT — FRESH CARE

MOBILE / UX & UI

Fresh Care was envisioned during my time in Fresh Energy. While looking at different ways of using Smart Meter data we had an idea about detecting the wellbeing of our user's senior relatives — without using sensors.

During ideation and research phase, we concluded that the most critical time is the morning — if something is wrong, it will be visible in the morning electricity consumption.

After we defined the algorithm requirements, our data science team got to work.

Algorithm detects if there was an activity during the morning — and the user can set the exact time in which he wants the algorithm to run.

PROJECT BRIEF

Activity is defined as personal electrical consumption. The app is based around detecting if there is activity in the morning or not.

The users select a 3-hour window, starting from 05:00 to 11:00 — to fit with their senior relative's wake-up time. In the selected time window the algorithm checks for activity.

If there is no activity, the user immediately gets notified via SMS. To prevent notification fatigue alerts are not sent if activity is detected.

MY CONTRIBUTION

Along with ideating the product from scratch with the product and business team, I was also in charge of the UX and UI for the mobile apps.

PERSONAS AND USER JOURNEYS

To define how the product should function, we used personas and user journey maps — good and bad scenarios. This helped us pinpoint morning as the most important time.



MATTHIAS

Male, 38 years old
Potsdam, Germany
Married, 2 kids, has an old father
Project Manager @ Audi Interaction

BACKGROUND

Matthias works as a Project Manager in Audi Interaction, a subsidiary of Audi that provides customer care. In day to day life he tries to spend quality time with his 2 young daughters and his wife. He also has a father of 72 living alone. He likes all sports, sailing and is a passionate runner.

GOALS

Easily check and see if his father is doing all right

MOTIVATIONS

- Wants to stay in touch with his family
- Easily make sure that his father is healthy

FRUSTRATIONS

- Doesn't want his father to feel hopeless
- existing products are too complicated and expensive

PREVIOUS EXPERIENCE

↳ Didn't find a full solution for his needs



CHRISTOPHER

Male, 26 years old
Stade, Germany
married, parents 60-70, grandparents 89 & 90
living in Single Home,

BACKGROUND

works at a civil engineering Mittelständler with 500 employees. After his own Ausbildung he now is active in the Gesellenweiterbildung. In his freetime he is active as DJ Punky (R'n'B & Rap) on local parties and festivities. Once he made local news because he found a password-related security breach at an internet insurance service. His parents are Mid-60ies living in a city apartment, his Grandparents are 89 and 90 still living in their own single home with some aid like cleaning and doctor visits at home.

GOALS

- Wants to enable his grandparents to live in their own home as long as possible

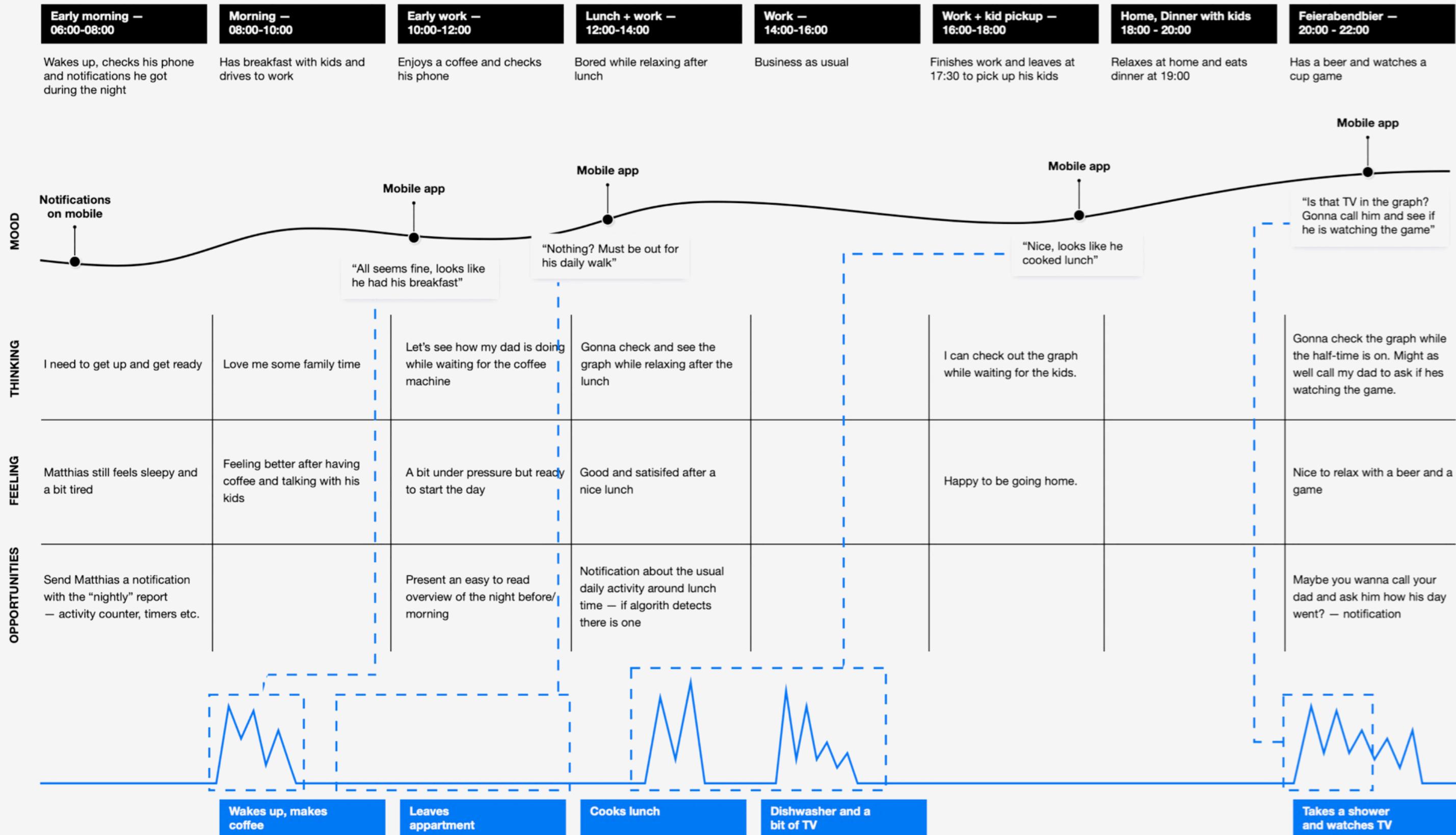
MOTIVATIONS

- Wants to know at all time that all his relatives are doing fine
- Wants to use technology in new ways

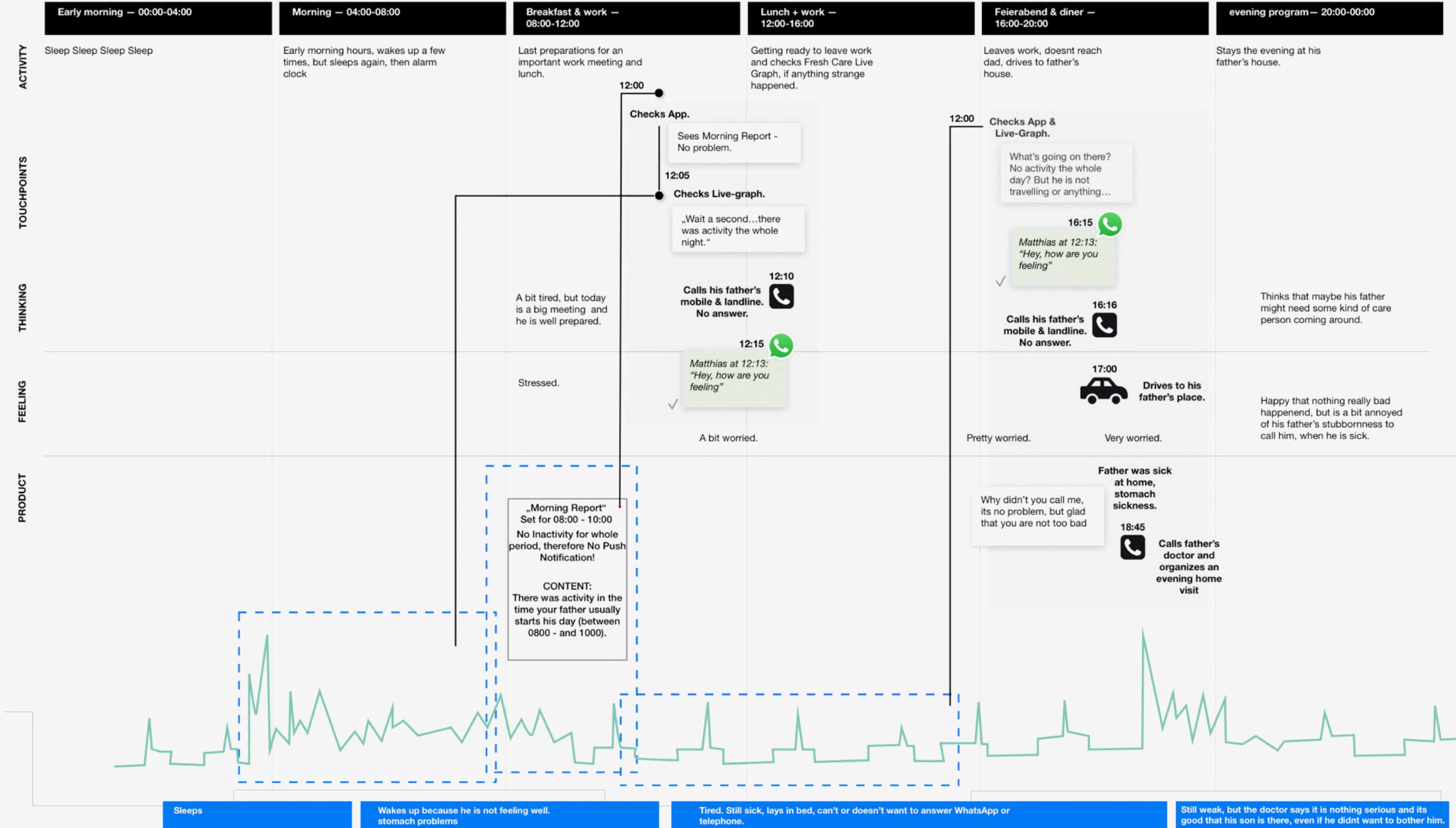
FRUSTRATIONS

- is worried about deteriorating health of his grandparents

USER JOURNEY – HAPPY CASE

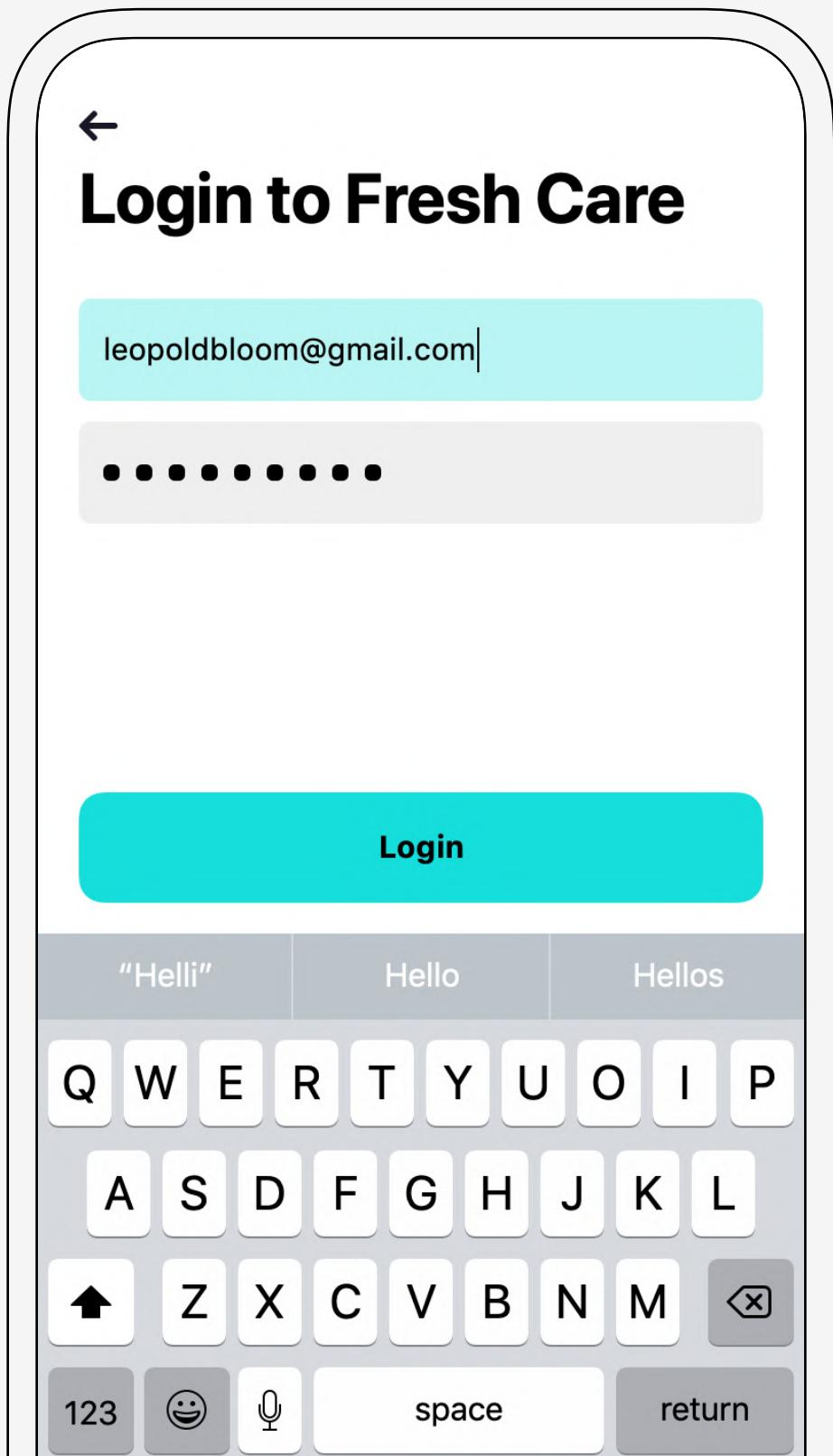
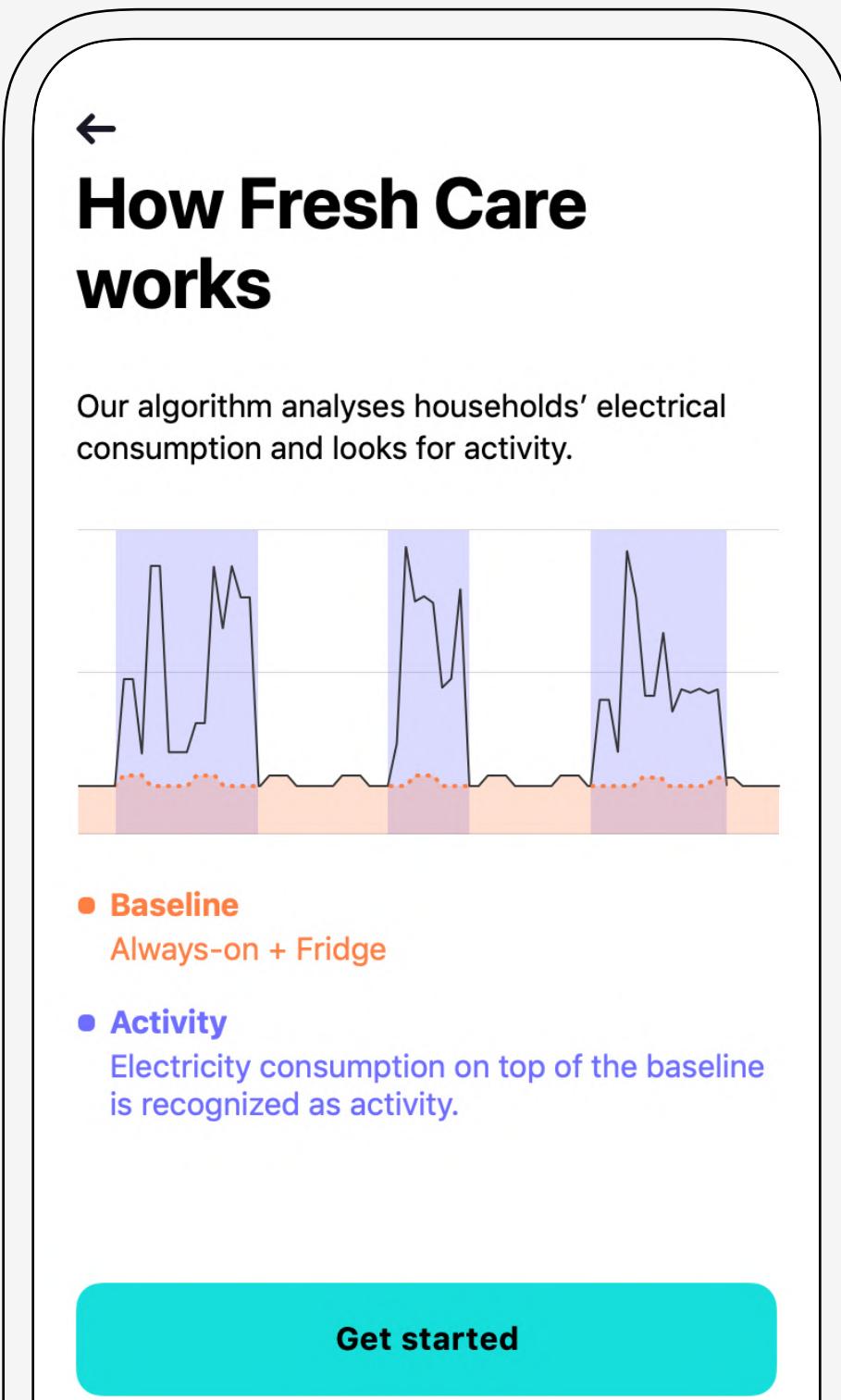
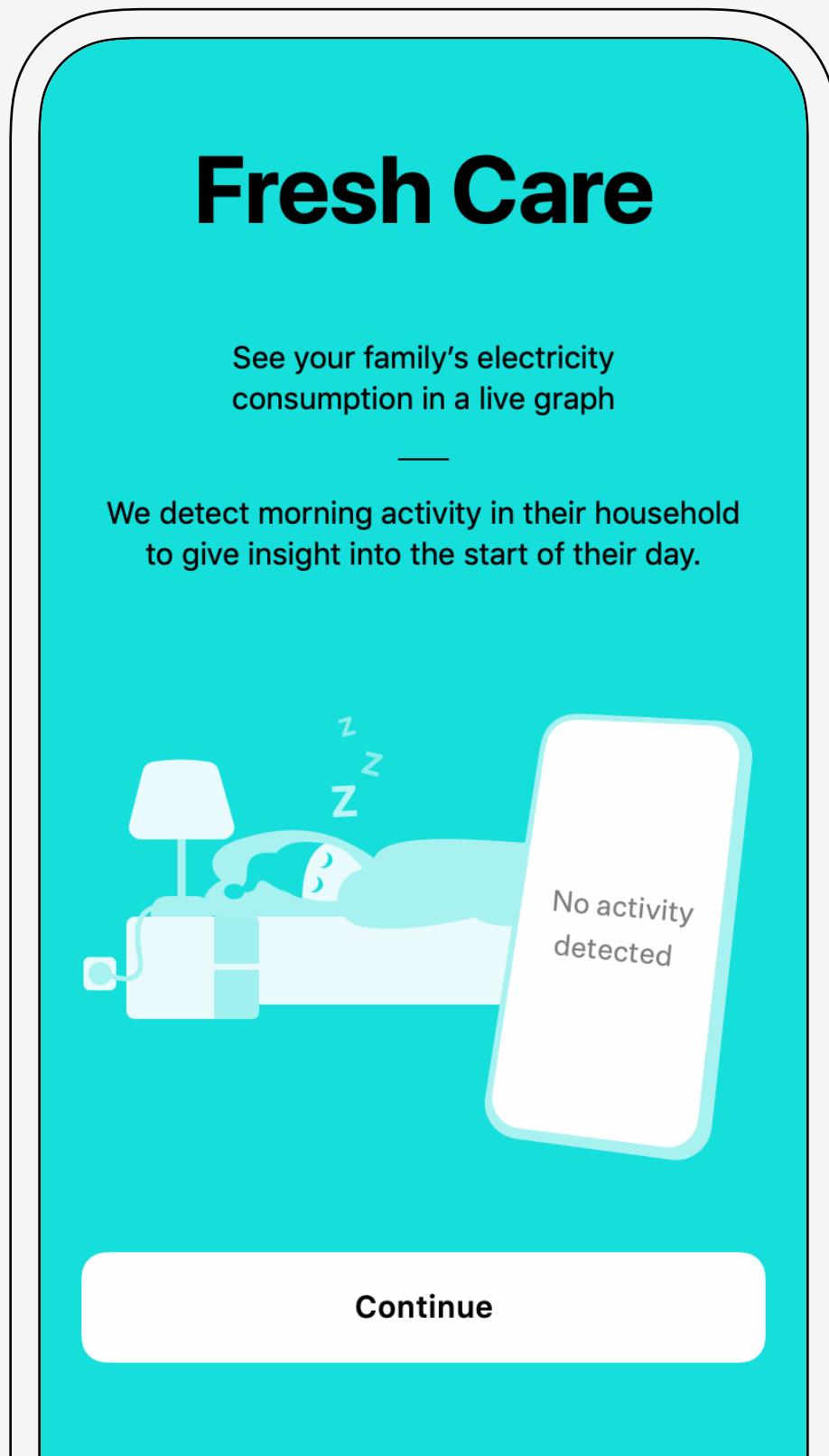


USER JOURNEY – SOMETHING HAPPENED



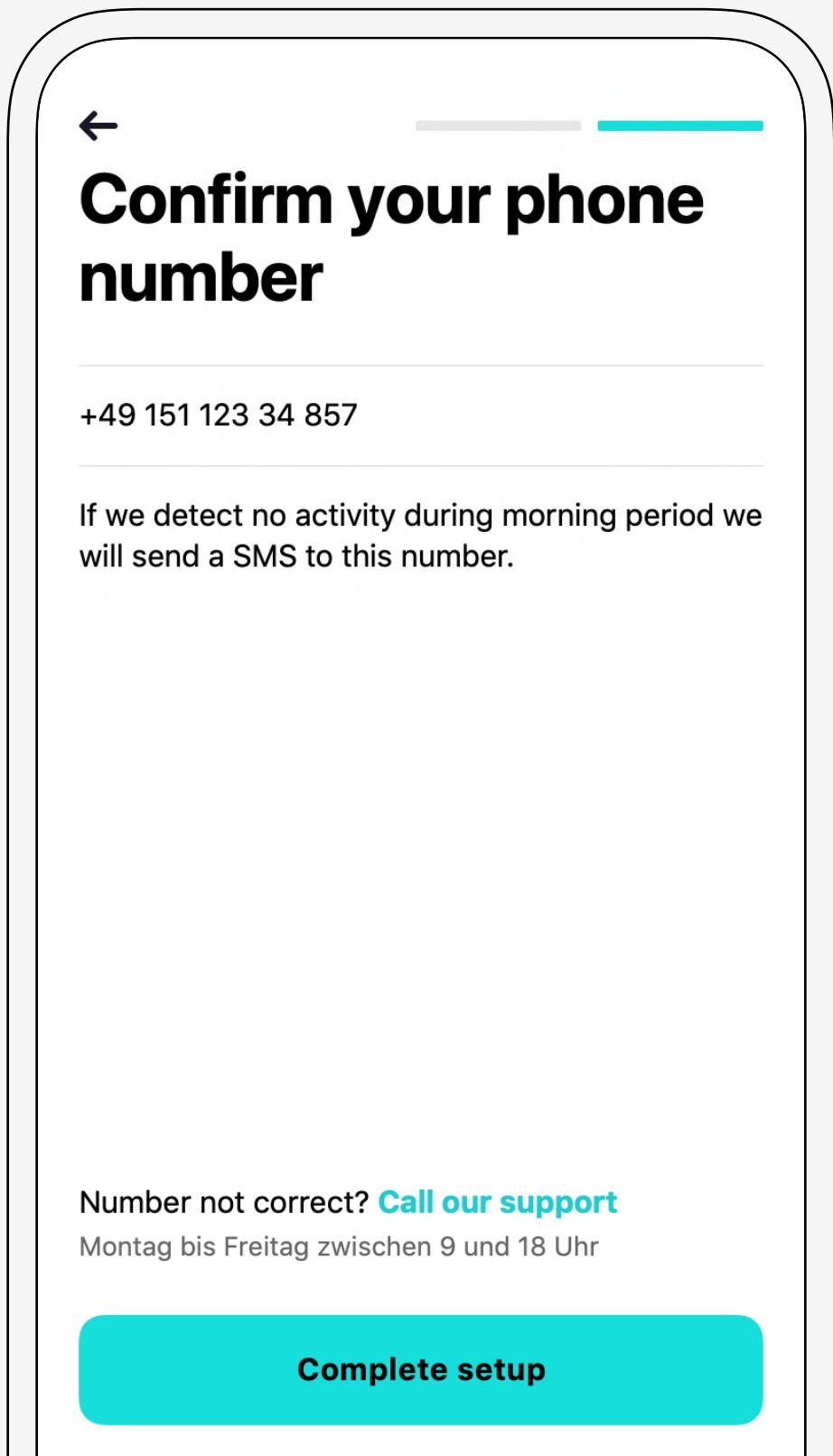
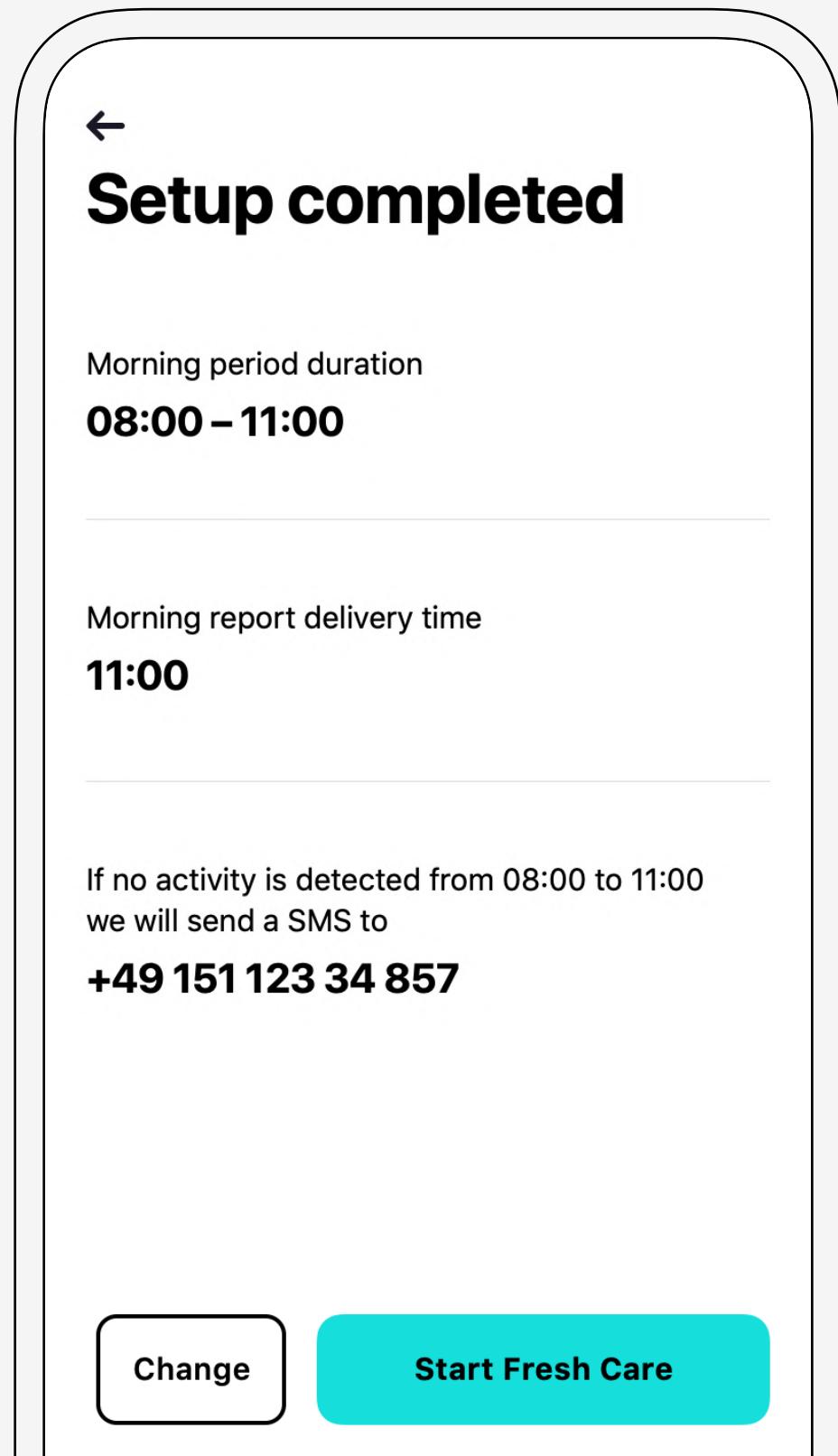
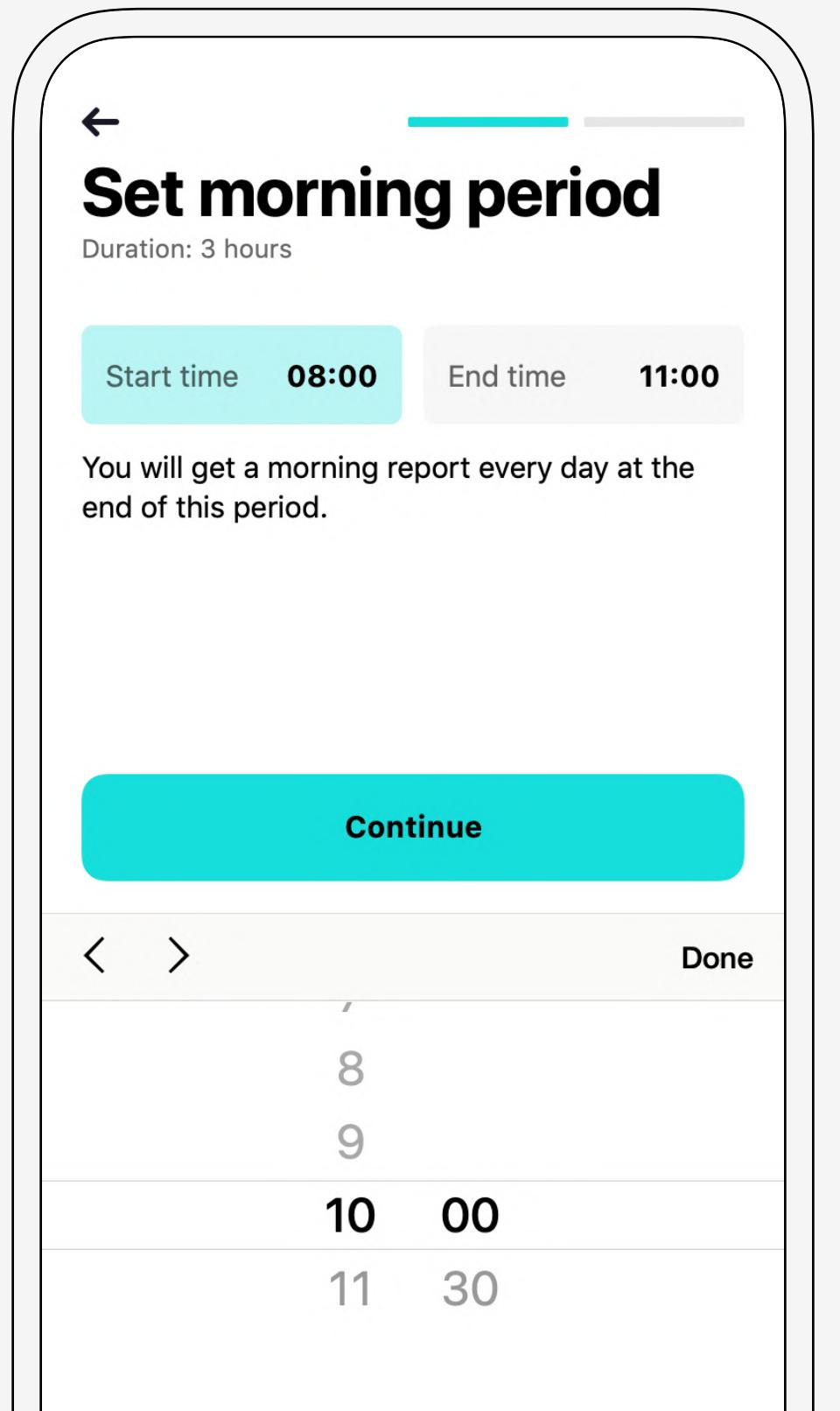
FIRST STEPS AND ONBOARDING

Explanation of the algorithm behind Fresh Care sets user expectations.



APP SETUP

The user tells us the time in which his senior relative usually wakes up, and adds his number for SMS alerts.

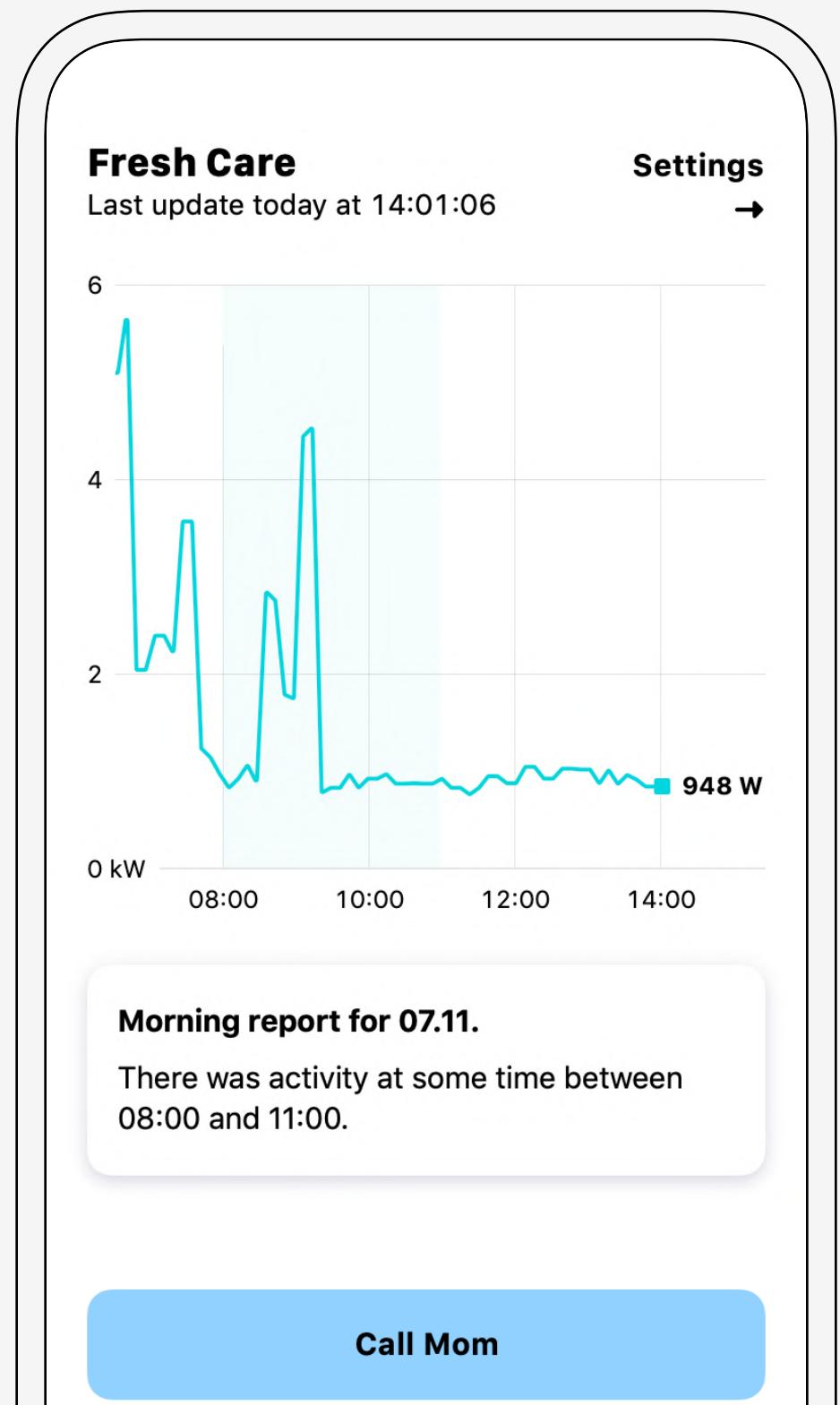
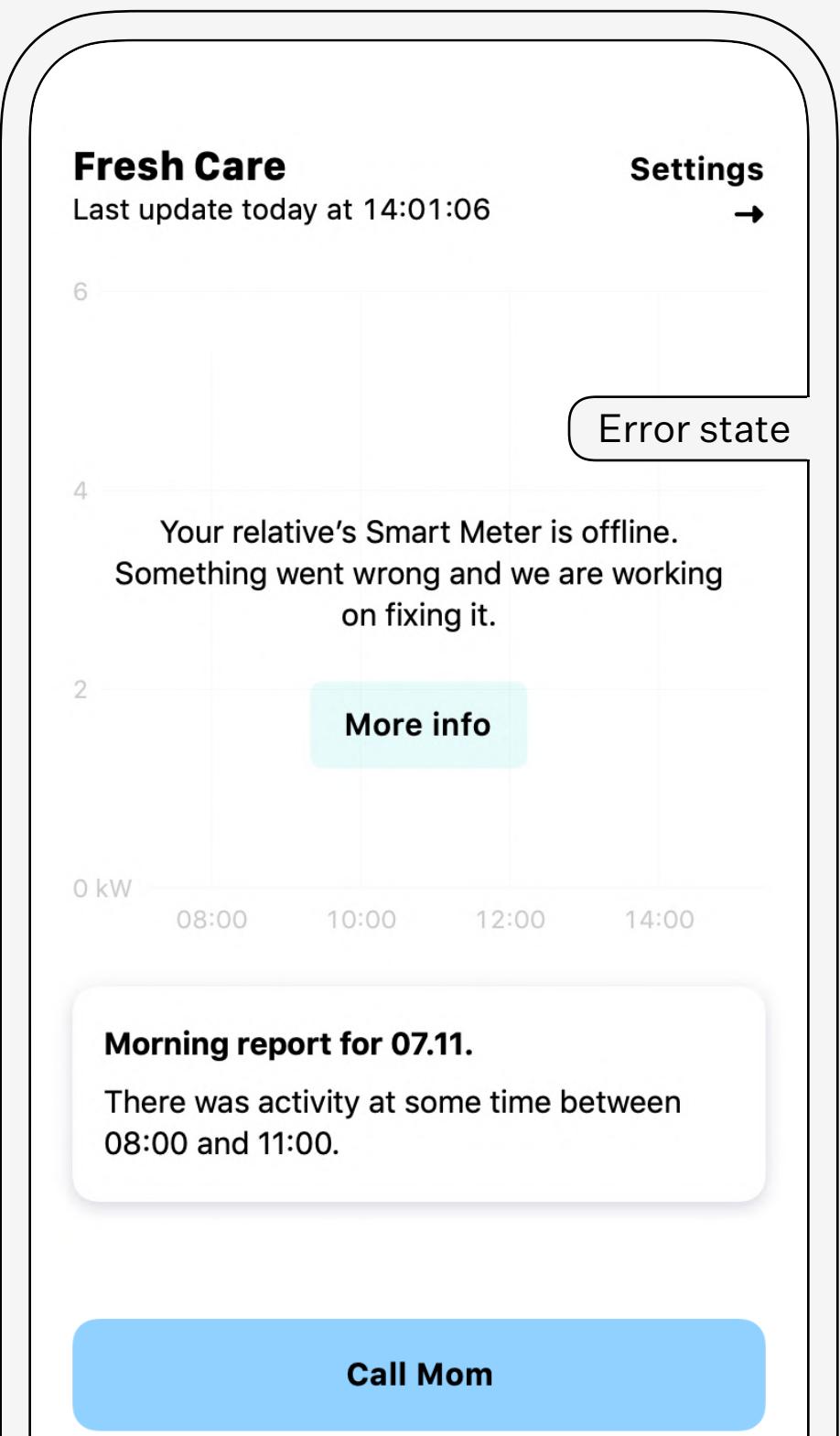
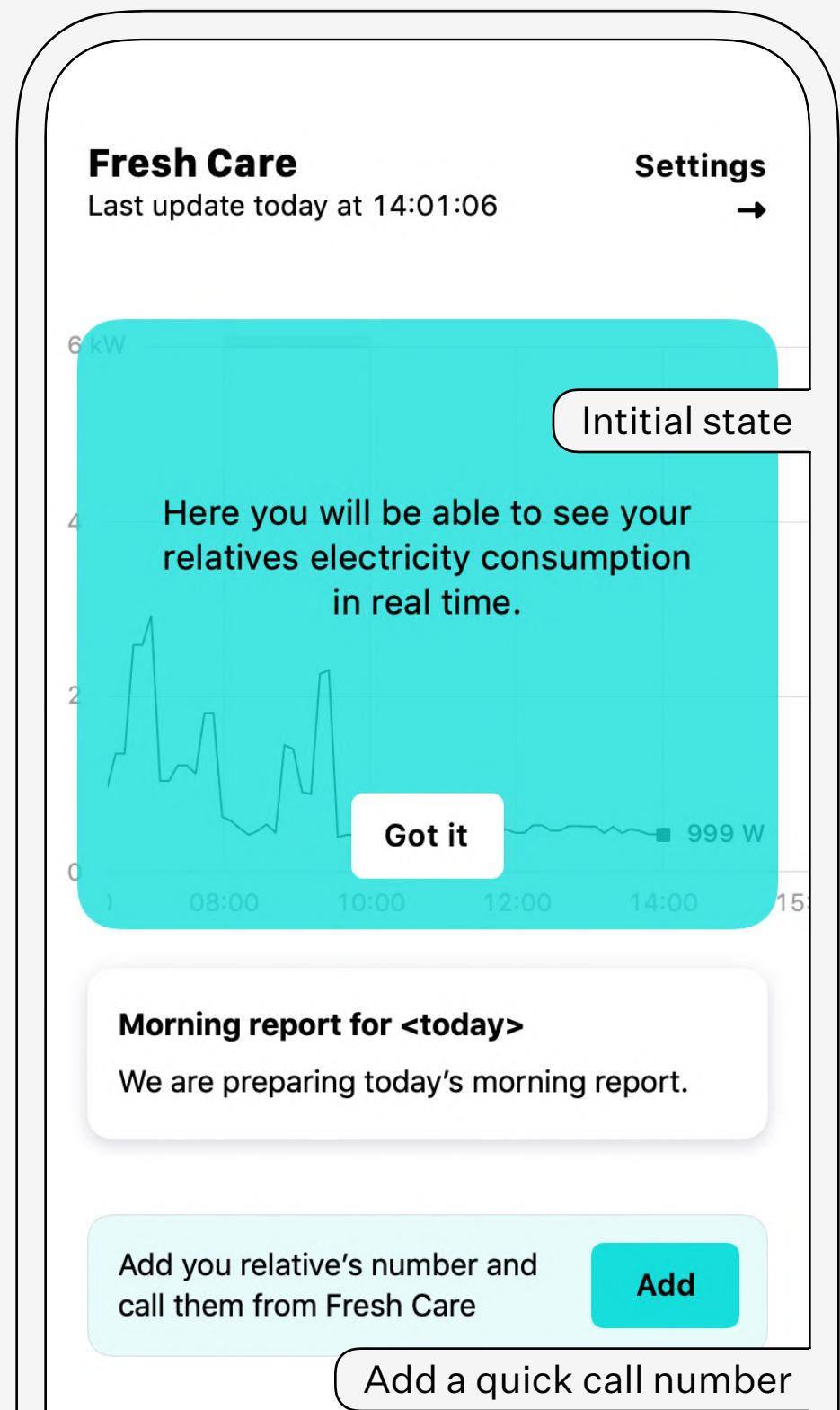


I want to know what's happening with
my senior family members

USER GOAL

GRAPH AND ACTIVITY REPORT

Live consumption graph lets users immediately notice anomalies. Activity report provides them with a global insight into the current day.





Morning report for 07.11.

There was activity at some time between 08:00 and 11:00.

Call Mom

Live graph where user can check the electricity consumption of his relative.

Daily activity report shows whether there was activity or not — at a glance.

If user thinks something is wrong he can phone his family member from here.

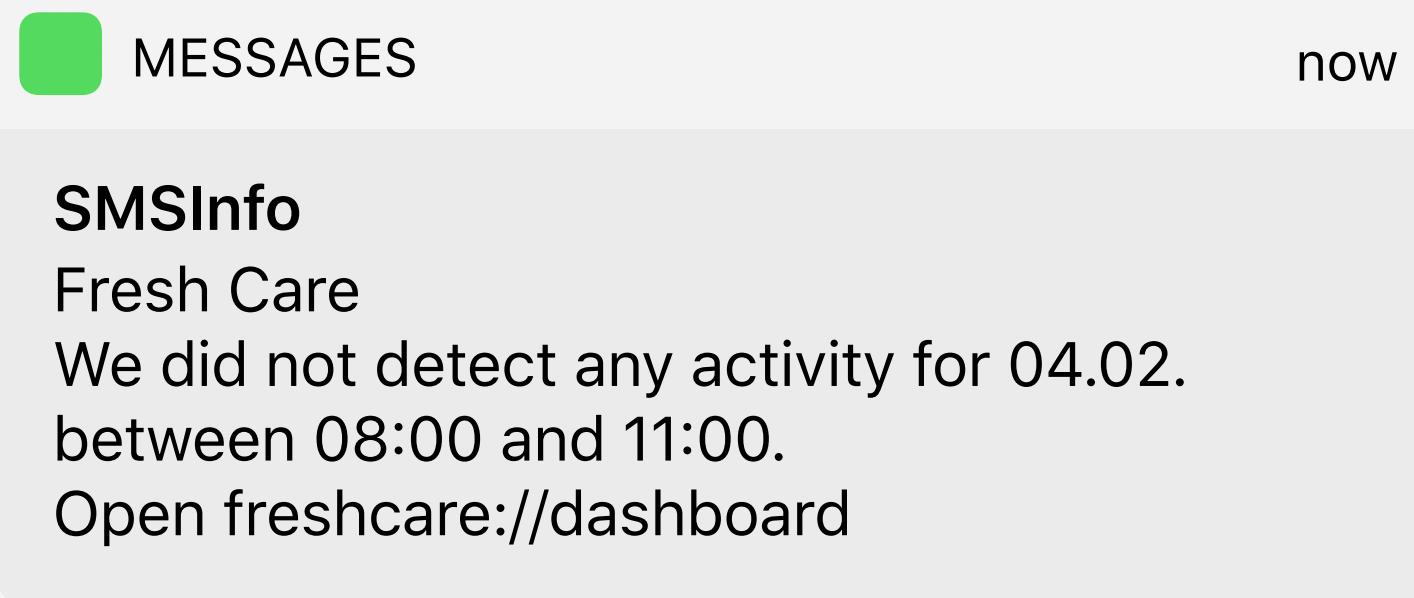
If something is wrong — I need to
know immediately

USER GOAL

The most important part of Fresh Care
is outside the app.

SMS alerts are sent out automatically
within 5 minutes of detecting no
activity. They also get sent out if
there was an error — whether with
the internet, algorithm, or
data inconsistency.

Knowing there was an error, user can
check the graph for more details and
take necessary actions.



SMS & ACTIVITY REPORT – DEFINITIONS

Sent at the end of the morning period IF there was no activity in the morning period

MESSAGES

now

SMSInfo

! Fresh Care didn't detect any activity from 08:00 to 11:00, 24.10.2018
Open freshcare://dashboard

Shown at the end of the morning period if activity was detected

Morning report for <today>

There was activity at some time between 08:00 and 11:00.

Shown at the end of the morning period if NO activity was detected

Morning report for <today>

! No activity detected from 08:00 to 11:00.

Shown at the end of the morning period if SM was offline during the morning period

Morning report for <today>

⚠ Smart Meter was not sending data during todays morning report.

Shown during the morning period (user-specified)

Morning report for <today>

We are preparing today's morning report.

When it is <today> before the start of todays morning period, show <yesterday> morning report

Morning report for <yesterday>

There was activity at some time between 08:00 and 11:00.

—

Logotypes and brand systems

VARIOUS PROJECTS

COMMUNICATION DESIGN

Although UI and UX are my main fields of expertise, I love working on interesting branding solutions. Here are some of them.

Piccola is a Croatian clothing brand offering a range of personalized products.

I designed a custom wordmark.

PICCOLA

For Fresh Energy I designed a complete brand system that can be applied to digital products and services.



Habibi Berlin is producing personal bags with an Arabic twist.

Unique cut of a typeface was used and customized for the final wordmark.

habibiberlin

—

ς