Damir Grandich   USER EXPERIENCE DESIGNER

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Profile

Experienced UX Designer adept in every stage of the design process, from user research and solution generation through to creation and evaluation of high-fidelity visual comps and prototypes.

Experience

LEAD UX DESIGNER, HOGARTH, LONDON – 2013-PRESENT

Employing a full spectrum of user-centred design methodologies as Lead Designer, from research and understanding opportunities, through to high definition prototyping and validation through efficient and comprehensive testing; successfully delivering a total redesign of the best-in-breed Digital Asset Management platform ZONZA.

- **DESIGN** Responsible for implementing a new process for the design team, incorporating best practices from Agile methodologies such as Scrum and Kanban, as well as collaborative modern design techniques.

- **IMPLEMENTATION** Product Owner of an agile development team tasked with implementing the new design of the ZONZA application. Responsibilities vary from creating and maintaining a full product backlog, running daily stand-ups, stakeholder reviews and retrospectives, as well as committing and reviewing code and managing QA testing.

- **PROTOTYPING** Built a high fidelity yet rapid HTML prototyping platform utilising the latest web standards allowing for true representation of designs on any device and cost-effective user testing.

- **EVALUATION** Working collaboratively and within constraints, conducted comprehensive usability studies using a variety of evaluation techniques.

- **COMMUNICATION** Foster a great working relationship with both Product and Development teams to ensure proper communication and collaboration, and high standards of design quality are maintained.

UX DESIGNER, TAG, LONDON – 2010-2013

Working on the brand new version of Tag's enterprise marketing management software from its inception through to release, in use by blue-chip organisations to manage their marketing campaigns and digital assets.

- **DESIGN** Utilising a thorough approach to the design process from research, through to solution generation and evaluation, working collaboratively with the Product and Design team.

- **OUTPUT** Developing a comprehensive UI component library, allowing for communicating design more effectively while maintaining a consistently high standard of design output as well as increasing the efficiency of the design process.

- **PROCESS** Working with the team to define various aspects of the UX design process, supporting other design team members, as well as being a champion for user-centred design to the wider software team.

Other roles

UI DESIGNER, MYKNOWLEDGEMAP, YORK – 2008-2010

Lead UI designer on a number of products in addition to website development, for a number of large clients, including 3M, Tesco, Vodafone, as well as various educational organisations.

DESIGNER, REDBLACK SOFTWARE, YORK – 2005-2008

Designer and web developer working on various design projects for a number of clients.

Skills

- **DESIGN** Interaction design, user journeys, wireframes, visual design, Sketch, Adobe

- **RESEARCH** User interviews, contextual inquiry, recruitment, research analysis

- **EVALUATION** Usability testing, heuristic evaluation

- **PROTOTYPING** HTML desktop & mobile rapid prototyping, Axure

- **DEVELOPMENT** HTML5, CSS, LESS, JavaScript, Bootstrap, Git

- **AGILE** Scrum, Kanban, JIRA, Confluence

Interests

Avid home cook, especially enjoy big projects at the weekend that make a mess of the kitchen. Keen fan of cinema, cycling, and sports. Proud owner of two amazing cats.