

Sara Kochovska, UI/UX Designer

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Experience

Ux/ui Web Designer

xSoft Development | March 2024 - Present

- Led client consultations to understand their goals, needs, and expectations for their websites, offering tailored solutions that align with their business objectives.
- Conducted competitor research to analyze industry trends, identify design opportunities, and address user challenges.
- Created wireframes, prototypes, and interactive mockups using Figma, iterating based on client feedback to refine design concepts.
- Implemented website designs on Webstrian, a website builder similar to WordPress, with customizations using HTML and CSS to meet project requirements.
- Designed and created website assets, including photos and icons, using Adobe Photoshop and Illustrator.
- Ensured responsive design across all devices, optimizing user experience on mobile, tablet, and desktop.
- Applied SEO best practices, including keyword optimization and meta descriptions, to improve search engine visibility and meet Google's guidelines.

Graphic Designer

International Esports Federation | June 2023 - January 2024

- Designed visual content for social media platforms (Instagram, LinkedIn, Facebook, YouTube, TikTok), enhancing brand presence.
- Contributed to the marketing campaign for the Esports World Championship, including promotional materials, event signage, and 3D branded assets.
- Worked on event-related designs such as merchandise, booths and stream backgrounds.
- Led the design of the event website using Figma, ensuring a seamless user experience and cohesive branding.

Graphic Designer

When In Krusevo | March - July (2022, 2023)

- Led the design of festival promotional materials, including custom illustrations and posters, ensuring a consistent visual identity across platforms.
- Designed and optimized social media assets for Instagram and Facebook to drive engagement.
- Adapted visual designs for different formats, such as creating large-scale backdrops for concerts and merch.
- Contributed to a 150% increase in ticket sales by creating user-friendly, visually engaging designs that resonated with the target audience.

Graphic Designer

Brand Union | November 2022 - May 2023

- Designed social media visuals, enhancing user engagement and brand presence.
- Collaborated on print materials and merchandise, ensuring cohesive branding across digital and physical assets.
- Used Photoshop, Illustrator, and After Effects to create high-quality designs.
- Contributed to increased user engagement, driving higher sales for clients.

Education

University American College Skopje

BArch - Bachelor of Architecture and Design
2017-2021

- Strong foundation in design thinking, user-centered design, visual communication, and spatial planning.
- Focus on the relationship between form and function, attention to detail, and problem-solving through creative design.

Seavus Education and Development Center

Ux/ui Design Academy 2023-2024

- Hands-on training in user research, journey mapping, wireframing, prototyping, and responsive interface design.
- Developed skills in design systems, accessibility, usability testing, and interaction design, Figma.
- Emphasis on human-centered design, problem-solving and end-to-end product thinking.

Brainster

Graphic Design Academy 2021-2022

- Acquired skills in Adobe Photoshop, Illustrator, After Effects, and InDesign.
- Learned to create compelling visual content, develop branding strategies, and design print and digital assets.
- Focused on mastering typography, color theory, layout design, and motion graphics.

Skills

UX Research

Information Architecture

Journey Mapping

Wireframing

User Testing

Responsive Web Design

Visual Identity and Branding

Client Communication and Collaboration

Competitor Analysis

SEO Optimization

Technologies

Figma

HTML/CSS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects