



VEDRAN VRAŽALIĆ

UX/UI & Product Designer

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PROFILE

With over 15 years of experience in design and digital products. Specialized in user-centered web experiences, data-informed UX optimization, and accessible design (WCAG 2.1). Designed and improved applications with millions of active users – focusing on structure, guidance, and visual consistency. Combines analytical thinking with a creative eye to craft clear, intuitive, and scalable experiences.

RESEARCH & DESIGN

- User stories, Personas, User flows & Journeys, Prototyping & Prototypes.
- Interviews & Surveys
- Usability testing
- **Design systems (variables)**
- **Accessibility (WCAG 2.1)**

TOOLS

- Figma & Figma Jam
- Adobe (XD, Illustrator, Photoshop)
- Microsoft 365
- Jira & Confluence, Miro
- RapidUserTests (usability platform)
- HTML5/CSS3/JS – understanding
- ChatGPT (AI-assisted UX workflows)

EDUCATION

UX/UI Design | Nielsen Norman Group | +30h
2024 | Berlin, Germany

UX/UI Design | CareerFoundry | +700h
2021 | Berlin, Germany

MA | Academy of Fine Arts & Design
2010 | Ljubljana, Slovenia

EXPERIENCE

Strato AG & IONOS – HiDrive Cloud Storage

Berlin, Germany | 05/2022 – 03/2025

- Led UX across **web, Android, iOS, Windows, macOS**; built a design system in Figma with variables for **2 brands**, ensured **WCAG 2.1**, and cut design-dev handoff by **~50%**.
- Addressed user frustration with search; conducted usability testing, prototyping, & iterations, **launched a new search that increased search CTR by 72%**.
- **Created prototypes** and proofs-of-concept (PoCs) to support **pre-sales conversations** and innovation projects, helping align feasibility with client and business needs.
- Took product from discovery to **MVP in ~10 months**; validated via **usability tests** and **~1,000 survey responses collected** in partnership with UXR; shipped **responsive UI + dark mode**; **launched 03/2025 in France** with further EU rollouts planned.
- **Collaborated** daily with PMs, POs, and 3 dev teams, aligning **design, engineering, sales, and marketing**.
- **Mentored 2 junior designers**, resulting in **faster delivery** and **higher cross-platform quality**.

Graphic & Web Designer (Freelance)

Berlin, Germany | 2016 – 05/2022 | Selected highlights:

- **Web content & campaigns:** hero images, animations, social media ads, newsletters; **increasing visitors by 3–4% in 3 months.** ▶▶

LANGUAGES

English, German (working),
Slovenian, Serbo - Croatian (native).

- ▶ • **Website Redesign:** Website redesigns: refined IA/nav and templates; simplified CMS workflows → **sustained traffic growth.**
- **Brand Development** for Impuls: logo, guidelines, flyers, brochures, website, social assets, **roll-ups** → **greater visibility** and **new participant interest.**

Selected clients: Talbot Runhof, Deutsche Telekom, Impuls, Iprom, Marchiol, Steizeit, Art Classes Berlin.

Art Director, Graphic & Web Designer (Freelance)

Ljubljana, Slovenia | 05/2005 – 2015 | Selected highlights:

- Led **design/redesign** of **50+ B2B/B2C websites**, enhancing user engagement and conversion rates through user-centric, data-driven strategies.
- **Created and executed 100+ ad campaigns**, within two years securing **top-5 positioning** for a new TV brand **on the market.**
- Designed **50+ issues of Elle magazine**, setting industry benchmarks for editorial design.
- Launched **first issue of Geo magazine in Slovenia**, achieving a **sold-out sixth issue** within six months.

Selected clients: Telekom Slovenije, Volkswagen, Škoda, DDB, Publicis, Ogilvy, GSK, Novartis, BayerCropscience, Nokia, Geo, Playboy, Elle.

More projects available on request!