



# Vana Vojdanovski

Slovenia

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## Summary

Visual designer with 15+ years of experience, advanced UX/UI skills, covering a diverse range of responsibilities from leading design teams to solving complex interaction problems and defining the user experience from initial ideas to production-ready designs.

Enthusiastic self-starter with a keen interest in new technology, startups and social media.

## Experience

### Senior UX/UI Designer

Viberate

Jun 2020 - Jan 2021 (8 months)

Working in a start-up environment with an agile approach, solving complex interaction problems and defining the user experience from initial ideas to final user interface designs.

I was also working on building a design system, feature wireframes, conducting user interviews, daily analytics, converting visual mock-ups into interactive prototypes and landing pages (desktop and mobile).

I left the company because they didn't support working remotely in a Covid-19 situation.

### Head of Design (UX/UI)

AdStar - Digital Agency

Apr 2019 - Apr 2020 (1 year 1 month)

Leading a team of UX/UI designers in a digital marketing agency 100% focused on the growth marketing. Main goal was to improve conversions by developing innovative and usable digital experiences anchored by research and data-driven design across all digital platforms. I was also working on wireframes, interactive prototypes, visual mock-ups, landing pages and e-commerce websites. On a daily basis I mentored junior designers by providing guidance and advice.

### Head of Interaction Design

Gigodesign

Jul 2018 - Jan 2019 (7 months)

Working in team of multidisciplinary designers, developers and consultants bringing a variety of different skills and expertise to the table in an award-winning industrial design and branding agency in Slovenia.

### Director of Design and Animation

Outfit7

Oct 2015 - Mar 2018 (2 years 6 months)

Working in one of the fastest-growing multinational family entertainment companies in the world, best known for its global phenomenon Talking Tom. Leading the UI team producing and implementing high

quality (both technically and artistically) UI game art assets. I was also responsible for the UX research (interviews and usability testing), preparing user flows and wireframes and finally preparing interactive UI prototypes.

Responsibilities:

- Lead UX/UI designer
- UI team management
- UX research
- Wireframes, user flows
- Prepare interactive UI prototypes
- Prepare visual ideas that suit the brief
- Implement menus and interface following art direction from art director and game designer
- Design and prepare final graphics for implementation



## UX & Product Designer

### Sportradar

Mar 2013 - Oct 2015 (2 years 8 months)

Working on a wide variety of web and mobile projects. Responsible for the redesign of two of the companies main web sites: [www.sportradar.com](http://www.sportradar.com) and [www.betradar.com](http://www.betradar.com)

Responsibilities:

- UX design
- Web/mobile design
- Frontend development (html/css/javascript)



## Co-founder

### BigDeal.si

Jun 2010 - May 2013 (3 years)

BigDeal.si was the first group buying website (Groupon model) in Slovenia. It took us one month from initial idea to realization / launch.

Responsibilities:

- Company manager, CEO
- Art direction (visual identity, web design)
- Production (ux, web development, tech support)



## Web Production Manager

### Innovatif

Oct 2011 - Sep 2012 (1 year)

Managing the production of multiple web projects and coordinating the production team (ux, design, development), including daily customer support.

Responsibilities:

- Web production management

- Tech support

## **Web Production Manager**

Formitas Group

Sep 2008 - Sep 2010 (2 years 1 month)

Managing the production of multiple web projects and coordinating the production team.

Responsibilities:

- Web project management
- Web design and development

## **CEO, owner, art direction**

Sep 2004 - Sep 2010 (6 years 1 month)

Interactive media agency specialized in web design and development. In more than five years of experience we've mostly operated as outsourcing partners for worldwide companies and worked on a variety of web projects, from simple presentations to complex e-commerce solutions.

In 2008, Fulspectrum became partner of Formitas BBDO & Pleon - one of the biggest marketing agencies in the area and became responsible for all of their web projects. The merger was successful and we worked for the renowned clients and corporations like Wrigley, Mars, Bayer, Slovenian government, Spar and many more.

## **Co-owner**

Fulspectrum d.o.o., Zagreb, Croatia

Mar 2005 - Jul 2010 (5 years 5 months)

Co-owner of the local pharmacy shop for OTC products.

Our online shop [bezrecepta.hr](http://bezrecepta.hr) was the first croatian online pharmacy for OTC products.

Responsibilities:

- visual identity,
- website design and development (Magento platform).

## **Education**

### **SAE Technology Institute, Ljubljana**

Multimedia producer, Creative Media Programme

2003 - 2005

## **Skills**

Web Design • Web Development • E-commerce • Web Project Management • Social Media • User Experience • Art Direction • User Experience Design • Information Architecture • User Interface Design

## **Honors & Awards**

### **DIGGIT Gold Award 2015 for Rex Kralj - Diggiti.si**

Jun 2015

Web site "Rex Kralj" won the slovenian DIGGIT Gold award in category "home products".  
[www.rex-kralj.com](http://www.rex-kralj.com)

 **Netko 2014** - Chamber of Commerce and Industry of Slovenia

Nov 2014

Web site "Rex Kralj" won the slovenian web award Netko 2014.

[www.rex-kralj.com](http://www.rex-kralj.com)

 **Awwards.com** - [awwards.com](http://awwards.com)

Oct 2014

Web site "Rex Kralj" received honorable mention on Awwards.com.

[www.rex-kralj.com](http://www.rex-kralj.com)

 **The Top Entrepreneurial Idea in Slovenia** - Finance magazine

Sep 2010

Project [bigdeal.si](http://bigdeal.si) was nominated for "The top entrepreneurial Idea in Slovenia" by magazine Finance.

 **The Web Designer's Idea Book** - How books

Jul 2008

Web site "[gospodicna.si](http://gospodicna.si)" was featured in a book "The Web designer's idea book, the ultimate guide to themes, trends and styles in website design", published by How books, 2008.

 **The Most Successful Manager 2006** - Institute for Business Intelligence, Zagreb

Jun 2006

Institute for Business Intelligence: "The most successful manager 2006"

Fulspectrum Ltd. Croatia, Zagreb (OTC pharmacy shop)