



IVA POPOVIC

UX/UI Designer

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Personality: creative, communicative, proactive, driven, confident, friendly, reliable, flexible, self-motivated

Personal interests: design, languages, anthropology, books, theatre, sport and outdoors travel, music

Key competences: design thinking, visual communication, idea shaping, concept design, functional problem solving, project management, project execution, project presentation

Dedicated, ambitious, success and understanding driven professional with more than 10 years of practical business experience within the marketing and communication industry, working on various design, communication, digital and web oriented projects.

Through my carrier I have had an opportunity to explore different industry categories, working both independently on specified project tasks or operating as an integral part of dynamic project oriented team of professionals.

I have a proven, practical knowledge, experience and skills to understand the task, analyze and determine propositions, define project elements and work on implementation and execution within a given time frame and resources, securing the delivery on expectations of both the company and the client.

What I find as my driving motivation is the passion I have for what I do and the true need to learn new things. I constantly invest an effort to stay on top of things within my industry of choice, which is dynamic, fast-growing and ever-changing. This approach has shaped me into a multidisciplinary specialist I am today making me able to utilize different design tools and various acquired skills for the vast scope of projects ranging from logo and brand identity design to web sites and application development.

Design for me is not just a job, it is a way of life, a journey to explore and understand how things work, how they can be modified and perfected, and it is about finding inspiration in everything that surrounds us and converting it into functional and creative applicable work.

I see my carrier path leading me to new, innovative challenges in the international environment and my choices providing me with new opportunities to help companies and clients compete in the marketplace.

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WORK EXPERIENCE

Shortcut / UX/UI Designer

JAN 2022 - PRESENT, OSLO

Software company

- . Percieve and analyze user and client goals
- . Reasearch and analysys
- . Feedback and data interpretation
- . Information organisation
- . Wireframes, renderings and prototypes
- . Testing and documantation

Norigin Media / UX/UI Designer

JUL 2019 - DEC 2021, OSLO

TV Tech Streaming company

- . Functional architecture
- . Evaluation and interpretation of user & client requirements
- . Wireframes, UI mockups
- . Identify and troubleshoot UX/UI problems
- . Conduct layout adjustments based on user feedback
- . Testing and documantation /design system updates

Klassekampen / Digital Designer, language practice

DEC 2018 - MAY 2019, OSLO

Newspapers

- . graphic and web design – ads, brochures, reports, banners
- . print preparation (DTP) of graphic material
- . social media – strategies and layouts

ITWeb / Web & Graphic Designer/ Front-end developer

SEP 2012 – DEC 2018, BELGRADE

South African IT Company I

(working remotely since oct 2017)

- . UX and UI design – prototyping, layouts, re-design
- . graphic and web design – ads, brochures, reports, banners
- . print preparation (DTP) of graphic material
- . web development
- . testing and identifying technical issues

CITY IMAGE / Designer/Assistant Creative Director

MAR 2007 – SEP 2012, BELGRADE

Advertising agency

- . graphic & web design, UX/UI design and visual concepts
- . layout and production design for various print material (advertisements, brochures, corporate reports, presentations etc.)
- . copywriting and content writing
- . presentation of the design to clients
- . incorporation of changes recommended by the clients into the final design layout adaptations

Key clients: National Bank of Greece/ Vojvodjanska banka, SNS / Serbian National Party, Metlife/Alico, Karanovic Nikolic Lawyers, Planet Bike..

P.R.A. Account Manager/ PR Assistant

SEP 2006 – MAR 2007, BELGRADE

PR Agency

- . support, research, and administrative tasks
- . document translation and writing daily reports
- . press clipping and monitoring relevant media coverage
- . preparation of client files and presentations
- . writing and editing media materials, such as press releases, newsletters, reports, and multimedia presentations
- . contacting media to arrange press coverage, events, and conferences

Key clients: Cuprom, Allianz SE, Cacanska Banka..

* References available at request.

EDUCATION**

IT Academy /distance learning

Design and Multimedia / Web design

SEPT 2012 – JUNE 2014

Public Relations Business School

Public Relations

SEPT 2006 – DEC 2006

University of Belgrade,

Faculty of Philology

Japanese Language and Culture

BA/Master degree

SEPT 2000 – JAN 2005

** Aside from formal education, ever since I started working, I drew on every opportunity for learning and improving my knowledge and skills by attending various seminars, courses, online boot camps and tutorials related to web development, and graphic or web design/ Udemy, Coursera, Lynda, CodeAcademy, Template Monster etc.

SKILLS

Personal: time management, organization, commercial awareness, presentation, negotiation and persuasion, business correspondence, copy write, content writing, graphic design, web design, web development

Tools: Sketch, Figma, inVision, Lucidchart, Zeplin Adobe package (Illustrator, Photoshop, Indesign, After Effects, Adobe XD, Animate), Principle, Keynote, various utilities application/ always current and learning

Languages: Serbian/ mother tongue; English/ excellent, written and spoken; Japanese/ intermediate, written and spoken; French/ basic, written and spoken; Norwegian/ A2/B1