



# VEDRAN VRAŽALIĆ

UX/UI Designer

10115 Berlin, Germany  
+49 162 71 77 372  
vedran@vrazalic.com



LINKEDIN

## RESEARCH & DESIGN

Competition analysis	Interviews qualitative
Personas	Qualitative Tests
Card sorting	User stories
User Journeys	Presentations
User Flows	Scrum framework
Wireframing	Sprint golas
& Prototyping	(build, measure, learn)
Usability testing	Responsive design

## TOOLS

Figma	Jira (kanaban)	Illustrator
Sketch	Mapp (analyt.)	Photoshop
Adobe XD	Rapid user test	MS Office
InVision	ChatGPT	Zoom/Teams

## EDUCATION

**2024 UX DESIGN: Nielsen Norman Group**  
Berlin // Certificate in User Experience

**2021 UX DESIGN: CareerFoundry**  
Berlin // International certificate for UX

**2010 MASTER OF ARTS: Academy of Fine Arts** // Ljubljana // Video & New Media

**2001 BACHELOR OF ARTS: Academy of Fine Arts** // Sarajevo

## PROFILE

Art director and graphic designer turned UX designer with a passion for analytical research of user behavior for improving user experience. Devoted to business goals with the use of creative solutions to improve end-user needs and integrating cutting-edge technologies like AI in the design process.

## EXPERIENCE

### UX/UI Designer

**2022 - Present / Strato AG / Berlin, Germany**

- Leading UX design for Strato's cloud storage solutions, covering web frontend, desktop (Mac/Windows), and mobile platforms (iOS/Android).
- Integrated usability testing in all major software releases, utilizing Rapid User Test and Mapp analytics to inform design iterations.
- Daily use of Figma to create wireframes, high-fid prototypes, and interactive designs for iterative usability tests.
- Participating in cross-functional meetings in German and English, with private German lessons tailored to improve proficiency in conducting usability testing and communicating with stakeholders.

Clients: HiDrive, IONOS Cloud, Telekom Magenta

### GRAPHIC & WEB DESIGNER (Freelance)

**2016 - 2022 / Berlin, Germany**

- Completed 500+ hours of learning with CareerFoundry, developing three apps focused on UI design: a language learning app, a weather forecast app for water sports, and the Perfect Properties app.
- Developed and designed a new brand including a logo, guidelines, and promotional packages for both online and offline channels, leading to increased client engagement and new participants.
- As designer for website and social media communication, creating hero images, animated stories, newsletters, and print materials, which resulted in a 3-4% increase in visitors in just 3 months.
- Redesigned a website with complex navigation issues, improving the information architecture and creating backend tools, which boosted visitor numbers rapidly.

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



## LANGUAGES

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

## PERSONAL ATTRIBUTES

Analytical, reliable and persistent.

## FREE TIME

 Cycling

 Swimming

 Sailing

 Teaching (drawing & painting)

## PORTFOLIO & REFERENCES

Available on request

### ► **GRAPHIC & WEB DESIGNER (Freelance)**

**2005 - 2016 / Ljubljana, Slovenia**

- Designed and redesigned 50+ websites, from small landing pages for NGOs to corporate insurance websites, with an emphasis on **increasing sales, brand awareness, and corporate responsibility**. Projects ranged from 3-9 months, with budgets between €1,5k and €250k.
- Executed ca.100+ ads per month over three years, helping a client achieve top 5 TV brand status in Slovenia, increasing both viewers and advertising sales.
- Redesigned the packaging for an established coffee brand, resulting in long-term sales growth in major retail chains.
- Redesigned a website with complex navigation issues, improving the information architecture and creating back-end tools, which boosted visitor numbers rapidly.

Clients: Volkswagen, Skoda, DDB, Publicis, Ogilvy, Telekom Slovenija, Mobitel, Novartis, BayerCropscience, Santana, Triglav, Viasat 3, Mercator, Nokia..

### **ART DIRECTOR / GRAPHIC DESIGNER**

**2005 - 2008 / Adriamedia / Ljubljana, Slovenia**

- Launched the first Slovenian edition of Geo magazine, achieving a six-month sellout. Collaborated on 50+ issues of Elle magazine, reaching sales of 40k+ per month. Designed several articles that were sold to several international editions.

Clients: Geo, Playboy, Elle.

### **ART DIRECTOR / GRAPHIC DESIGNER**

**2004 - 2005 / Grey Advertising Agency/ Ljubljana, Slovenia**

- Led a team of designers and with copywriters, and project managers we won a €125k pitch for an ad campaign against four other agencies.

Clients: GlaxoSmith Kline, Paloma, Mars & Seat.