IVO DOGASEVIC

UX/UI Design Specialist

CONTACT

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KEY SKILLS

- User Experience & User Interface Design
- Responsive Web & Mobile App Design
- Interaction Design
- Product Launch
- Visual Communication
- Design Thinking
- UX Research & Testing
- Strategic & Creative Thinking
- Cross-functional Team Leadership
- Agile Methodologies
- Wireframing and Prototyping
- Customer Journeys, Persona & Usage Scenarios
- Complex Design Systems
- Adobe Creative Cloud, Figma, Sketch, Zeplin, Invision, Hotjar, Userlytics, Pendo, Dscout, Smartlook, Typeform, Jira, Miro, Slack.
- **English, Spanish, Hebrew, Serbian & Croatian (native proficiency)**

EDUCATION

Master's in Strategic and Creative Brand Communication Management
IED Barcelona
Bachelor of Visual Communications
IED Barcelona
MCSD Microsoft Certified Solution Developer
Ramat Gan Academic College

Talented and highly creative UX/UI design leader with 15+ years experience in visual communication, advertising, creative direction, and multi-platform website and mobile applications design; delivering intuitive and elegant UX/UI solutions for a broad range of clients and industries. Proven track record of working collaboratively with stakeholders, product managers, users, and developers in an agile/scrum environment. Expert-level proficiency in industry-standard design software including Figma, Adobe Creative Cloud, Sketch, Zeplin, InVision, Pendo, Jira, Miro and Slack. Highly adept at solving product problems with a Lean Startup implementation approach. Possess strong oral/written communication skills, backed by ability to conceptualize, organize, design, and prioritize multiple projects/solutions that deliver effective results.

KEY HIGHLIGHTS

- Improved the **HP Business Partner** sales platform significantly, resulting in faster search results for sales agents and a higher sales rate
- Reduced the **App retention and feature retention from 68% to 24%** over the period of six months
- Improved user retention and **growth** of existing accounts as well as product acquiring
- **Increased from 2% to 14%** CTO rate by conceptualizing and executing better designed and more solid email marketing campaigns
- Improved the system based on metrics of user feedback such as Net promoter score (NPS) boosting **up to 15 points**, customer satisfaction (CSAT), and system usability scale (SUS).
- Managed the activities of a team of **6 people** on an international level and collaborated with other intercontinental teams

EXPERIENCE

SENIOR UX/UI DESIGNER
Rapid7, Tel Aviv | April 2022 – Current

- As a senior UX/UI Designer at Rapid7, I am responsible for enhancing the Threat Command external threat intelligence solution portfolio by designing and developing user experiences and interfaces. This star product and service protects organizations across industries from targeted threats in the clear, deep, and dark web
- To ensure user-friendliness and aesthetic appeal, I conduct extensive user research, prototyping, and testing. I work closely with cross-functional teams, including product managers, developers, and stakeholders, to understand their needs and create design solutions that align with both business goals and user needs
- In addition to my design responsibilities, I play a vital role in defining and communicating the company's design vision and style guide, participating in UX/UI workshops, group activities, international collaborations, and meetings

SENIOR UX/UI DESIGNER
*We Are Blue Orange S.L., Barcelona | August 2019 – February 2022*

- Implemented design solutions and oversaw frontend interfaces design & creative direction by effectively liaising with development teams
- Managed UX/UI Design, Digital Marketing campaigns, New Product Launches, Re-Branding, Affiliation Marketing, Gamification, and iGaming
- Built a design system and translated user research, interviews, and surveys into sitemaps, user flows, customer journey maps, wireframes, mockups, and prototypes
- Conveyed design concepts and deliverables to clients through in-person and remote presentations as well as through detailed and easily understood documentation

UX/UI DESIGNER
Hewlett Packard - SBSO & Mid-Market, Barcelona | July 2013 – March 2019

- Maximized user engagement and cement powerful brand identities by designing high-impact, user-centered Web and mobile platforms with strong emotional appeal, sophisticated production values and intuitive navigation
- Managed internal tool development and testing for applications such as the HP SBSO Business Partner Portal and other B2E sales processing apps
- Applied Agile methodology and Scrum techniques, as well as Lean UX implementation approaches
- Oversaw end-user visual communication, such as promotions in print and digital forms, landing pages with all the key features, buttons, sliders, menus, and background design
- Planned and designed B2B sales and Electronic Direct Marketing campaigns for SMB and Mid Market in MEMA and GWE, in coordination with their Country Managers

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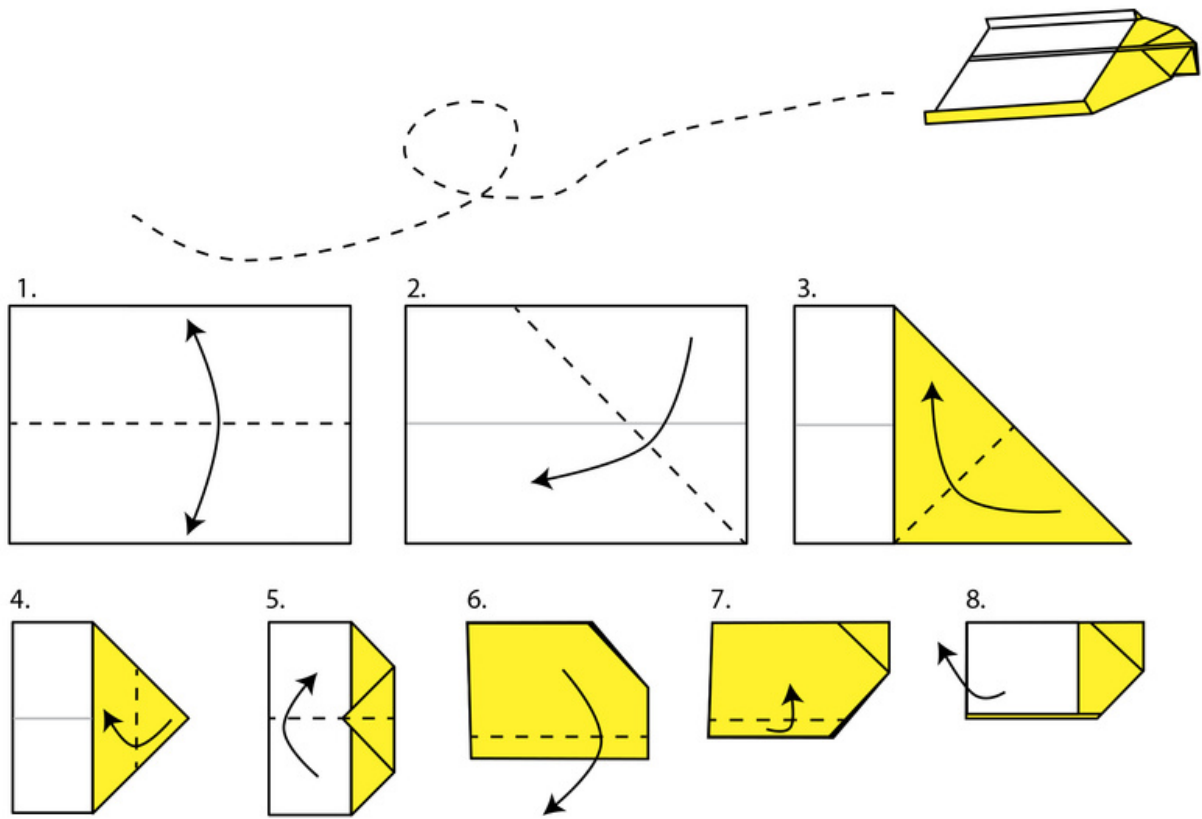
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