IVO DOGASEVIC

Senior UX/UI Product Designer
Haifa

CONTACT

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KEY SKILLS

- Complex Design Systems
- Growth Oriented
- Agile & Lean Methodologies
- User Experience & User Interface Design
- Responsive Web & Mobile App Design
- Design Thinking & Interaction Design
- Product Launch
- Visual Communication
- UX Research & Testing
- Strategic & Creative Thinking
- Wireframing & Prototyping
- Customer Journeys, Persona & Usage Scenarios

- **Adobe Creative Cloud, Figma, Sketch, Zeplin, Invision, Hotjar, Google Analytics, Userlytics, Pendo, Dscout, Smartlook, Typeform, Jira, Miro, Slack, Shopify.**

LANGUAGES

English, Spanish, Serbian & Croatian, Hebrew (all 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

- **Creative UX/UI Product Design Specialis**t with expertise in **visual communication, e-commerce, B2C, B2E, B2B SaaS products** and **user-centered responsive design** across diverse industries.
- Skilled in **wireframing, prototyping, user behavior** and **user research**, integrating **usability testing** and **A/B testing** to create seamless, intuitive interfaces.
- Proficient in **information architecture, interaction design,** and **design systems**, ensuring consistency and scalability using Agile and Lean methodologies.
- Adaptable, collaborative, **fluent in four languages** and thriving in **multicultural environments,** known for **optimism**, **creativity**, and a positive approach to teamwork.

WORK EXPERIENCE

CO-FOUNDER
Independent, B2C e-Commerce | Remote Online | Apr.'23 - current

- Co-founding, managing, designing and operating three user-friendly Shopify e-commerce websites, handling SEO, product strategy, executing online advertising campaigns and Go-To-Market plan. Ensuring a cohesive brand identity and optimizing for traffic, engagement, and conversions.

SENIOR UX/UI PRODUCT DESIGNER
Rapid7, Cybersecurity - B2B SaaS | TLV | Apr. '22 – Oct.'23

- Enhanced the Threat Command system by balancing business objectives with user-friendly and aesthetically pleasing user experiences, ensuring intuitive flows through user research, user interviews, table & dashboard design, widget creation, prototyping and testing. Overall improving user satisfaction by 14% and reducing user-reported errors by 22%.
- Collaborated with cross-functional teams conducting market research and competitor analysis to deliver design solutions that aligned with strategic goals.
- Created a unified visual language by merging two distinct design systems, overcoming the challenge of integrating React and Angular frameworks to ensure brand consistency.
- Defined and communicated the company's design vision and style guide, participating in UX/UI workshops and global design initiatives.

UX/UI PRODUCT DESIGNER
We Are Blue Orange, Gaming - B2C | BCN | Aug.'19 – Feb.'22

- Orchestrated UX/UI design for high-end B2C web and mobile Online Casino products, increasing user engagement by 12% and driving key metrics through digital marketing campaigns, re-branding, and affiliation marketing.
- Established a comprehensive design system by translating user research into sitemaps, user flows, and high-fidelity prototypes, while leading frontend design and collaboration with stakeholders, resulting in a 9% reduction in bounce rate and a 16% increase in conversion rates.
- Delivered tailored design solutions for global and local markets, addressing diverse user needs, languages, and regional nuances.

WEB-DESIGNER & UX/UI PRODUCT DESIGNER
Hewlett-Packard, SBSO & Mid-Market - B2B & B2E | BCN | Jul. '13 – Mar. '19

- Designed high-impact, user-centered web and mobile platforms, enhancing user engagement and solidifying powerful brand identities through intuitive designs.
- Managed development and testing of internal tools, including the HP SBSO Business Partner Portal and B2E global enterprise sales application, ensuring 22% improvement in user efficiency.
- Directed visual communication strategies for end-users, creating compelling promotions across print and digital media, and designing intuitive landing pages, buttons, sliders, and menus.
- Planned and executed B2B sales and electronic direct marketing campaigns for SMB and Mid Market sectors across MEMA and GWE, collaborating with Country Managers on global enterprise customer support products and new product launches.

WEB-DESIGNER
Fashion TV, Television Channel | TLV | Sept. '11 – Jan. '13

- Redesigned and uplifted the corporate website for www.fashiontv.com, ensuring compliance with visual identity guidelines and usability best practices, while resolving critical issues that caused site crashes, loading issues and high bounce rate.
- Designed landing pages and executed direct marketing campaigns for FTV Vodka, FTV Acai, and FTV Water, now branded as www.f-bev.com, driving product visibility and engagement.

If you have printed my curriculum vitae and have made a decision about employing me, now you can use it to make a paper aeroplane. Playing with the aeroplane in the office is fun, relaxing and great anti-stress therapy!
Here are the instructions how to make the paper aeroplane:

1.

2.

3.

4.

5.

6.

7.

8.
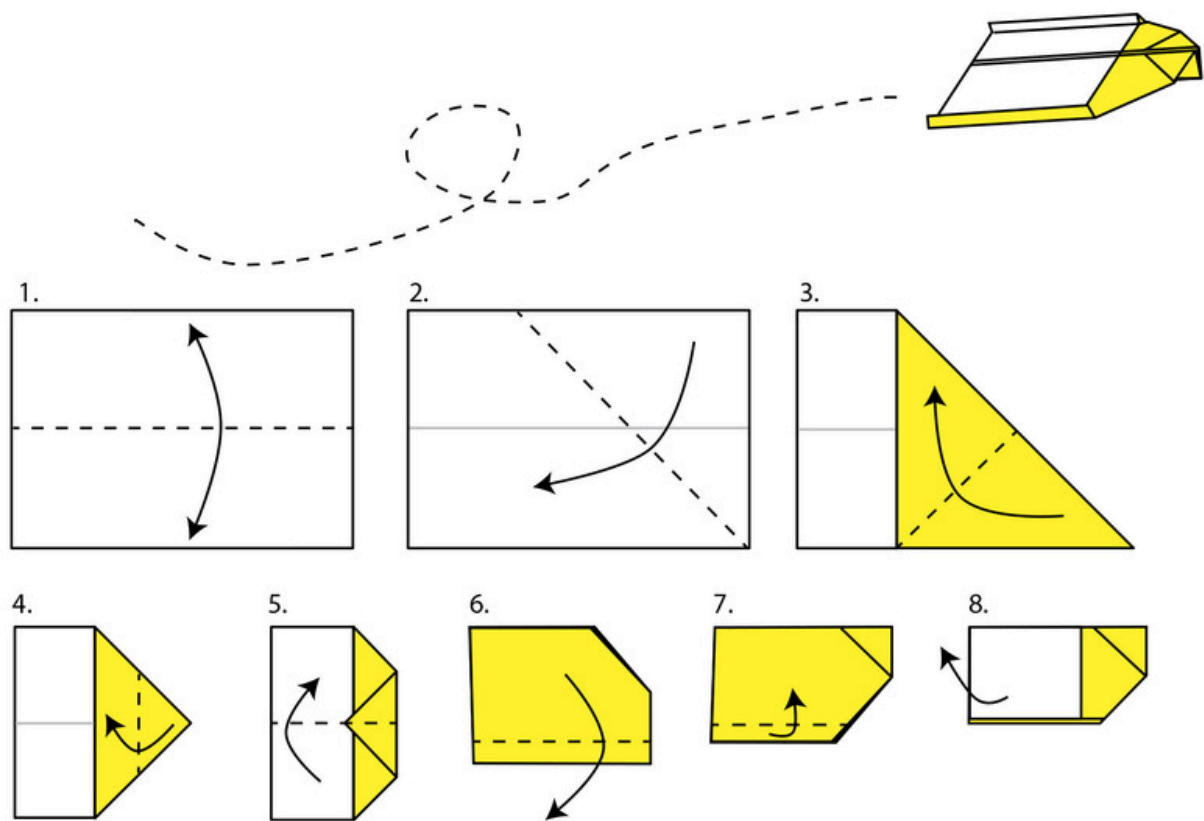
You finished playing and you recycle? Make an envelope with the other sheet of my curriculum vitae, put the aeroplane in it and return it to me by mail. I collect CV aeroplanes. Thank you.
Instructions on how to make an envelope:

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send me