

# MAŠA MLAKAR

VISUAL INTERACTION DESIGNER



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## EDUCATION

SEPTEMBER 2014

### MSc Design and Digital Media

The University of Edinburgh, Scotland  
*Web Design, Digital Design, Informatics*

MARCH 2013

### BA Textile and Fashion Design

The University of Ljubljana, Slovenia  
*Graphic Design, 3D Design, Marketing*

## AWARDS

### Edinburgh City Council Prize Winner

Web Design at the Smart Data Hack 2014

### Arts Scholarship Award

Slovene Ministry of Culture, 2013

### University of Ljubljana Prize Winner

TYPO, Collection of digitally printed bed covers, 2011

### Arcadia Lightwear Prize Winner

Spiralit, Collection of textile lights, 2011

## SKILLS

■ **WEB** UI • UX • IxD • HTML5 • CSS3 •

CSS Animation • Wordpress •

HTML Email Creation • Responsive Web Design

■ **UX** User Research & Business Analyses •

Site Mapping • User Flows • Content Strategy •

Design Thinking • Design Guidance

■ **DESIGN** Freehand & Digital Illustration •

Art Direction • Visual Design • Corporate Identity •

Graphic Design • Typography •

Studio Photography • Photo Retouching

■ **VIDEO** Motion Graphics • 2D Animation •

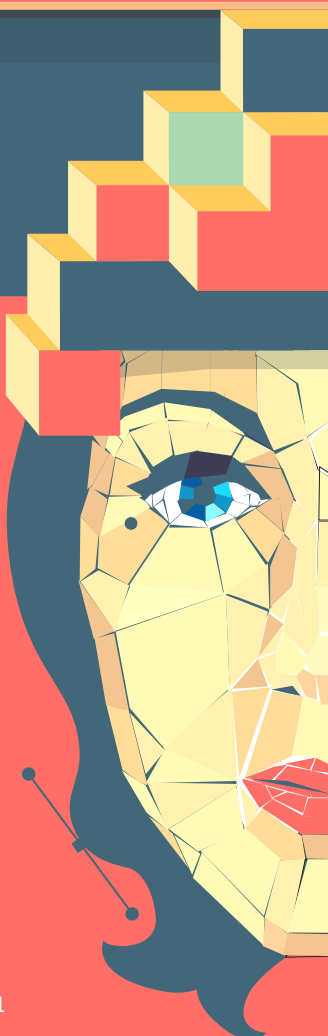
Post Production & Color Grading • Filming •

Storyboarding

■ **SOFTWARE** Adobe CC • Final Cut Pro •

Sketch • Balsamiq • Invision • SketchUp • Blender •

Fontlab • Keynote • Principle • Microsoft Office



## WORK

APRIL 2016 - PRESENT

Traackr, San Francisco, US

### VISUAL Ix DESIGNER

- Designed and developed website, blog, landing pages and HTML Emails \_\_\_\_\_
- Worked on print and digital advertising campaigns \_\_\_\_\_
- Interactive prototypes, Wireframes, redesigned App UI for better UX \_\_\_\_\_
- Collaborated with the development team to finalize new product features and updates \_\_\_\_\_

JAN 2016 - APRIL 2016

OAS, Outdoor Ad Systems LLC, San Francisco

### FREELANCE Ix DESIGNER

- Client/Competitor research, SEO optimization \_\_\_\_\_
- Designed & built website \_\_\_\_\_
- Created custom art and CSS animations \_\_\_\_\_
- Collaborated with backend developers to make an interactive inventory map \_\_\_\_\_

APRIL 2015 - JAN 2016

Accomplice.io, San Francisco, US

### LEAD DESIGNER

- Researched user interaction and designed product UI \_\_\_\_\_
- Built websites, landing pages & HTML Emails \_\_\_\_\_
- Designed logo and created brand guidelines \_\_\_\_\_
- Developed print and digital advertising campaigns \_\_\_\_\_
- Created explainer & promotional animation, motion graphics and videos \_\_\_\_\_
- Managed design interns and developers \_\_\_\_\_

OCT 2014 - DEC 2014

LogicNow, Edinburgh, Scotland

### ARTWORKER

- Designed web banners, icons, landing pages, flyers \_\_\_\_\_
- Constructed HTML Emails \_\_\_\_\_
- Retouched imagery for rebranding campaign \_\_\_\_\_

JAN 2012 - SEPT 2014

Student organization of Slovenia, Slovenia

### MAGAZINE ART DIRECTOR & GRAPHIC DESIGNER

- Created »SKUP« magazine visual identity, covers, layout, Email campaigns, web banners and ads \_\_\_\_\_
- Managed a team of illustrators and designers \_\_\_\_\_
- Designed visual identities, T-shirts and exhibitions for cultural events \_\_\_\_\_

JULY 2011 - DEC 2011

Porsche Slovenia, Ljubljana, Slovenia

### MARKETING ASSISTANT

- Designed event exhibitions, web ads & banners, direct mail campaigns, cards, packaging and posters \_\_\_\_\_
- Managed print vendors, selected printing material and printing techniques \_\_\_\_\_
- Led event photography & video production \_\_\_\_\_