



DAVOR ANIC
UX DESIGNER
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NEW YORK, NY, USA

SKILLS

Research
Competitive Analysis
User Interviews
User Personas
Information Architecture (IA)
Wireframing & Prototyping
Story/Journey Mapping
Usability Testing and Analysing
Responsive design
Branding/Visual Design
Storytelling skills
Project Management
Strong communication and people skills
Negotiation skills
Time and resource management

TOOLS

Photoshop	Sketch
Illustrator	InVision
InDesign	Balsamiq
XD	Basic HTML 5 & CSS
Affinity Designer	Webflow

EDUCATION

AUG 2018 - JAN 2019
UX Design Certificate
CareerFoundry- UX Academy

2011 - 2013
Masters of Arts, Design
University of Zagreb, Croatia, EU

1999 - 2004
Bachelor of Engineering, Design
University of Zagreb, Croatia, EU

SUMMARY

The TV producer and product designer turned UX Designer offering creative thinking and problem-solving skills focused on delivering visually outstanding user-centered products aligned with business goals.

I'm ready to utilize my skills to UX design and make a difference in an innovative team that is connecting people's needs and goals.

EXPERIENCE

Event Organiser (volunteer)

DEC 2018 - PRESENT

User Experience HQ (NYC) - Meetup group

- Created and managed a group weekly event schedule on Meetup platform and co-moderating 2 hour events.
- Conducted research for industry professionals who can contribute as a speaker on weekly panels.

Head Of Digital Strategy (volunteer)

FEB 2017 - PRESENT

New York Chapter - Association of Croatian American Professionals (ACAP)

- Created a visual identity with guidelines for digital use on social media platforms, newsletters, and website.
- Created and managed 30+ Mailchimp campaign with an average reach of 50%, a 25% bigger open rate than its industry average (Non-Profit).
- Created and developed organization website with a clean structure focused on providing useful information to members and the general public about organization work and objectives.

Freelance Product Designer/Artist

NOV 2014 - PRESENT

Kenneth Cole Production, New York, NY

- Conducted market research with a focus on current trends and project objectives before developing 40+ projects for the Visual Merchandising department from \$1,000 to \$30,000 in production costs.
- Designed and produced accessory items for a collection of unique items for the flagship store, under senior director supervision.

Creative Producer

MAY 2017 - NOV 2017

Nova TV, Zagreb, Croatia, EU

- Supervised creative team of 10 people with a focus on storytelling and developing main characters.
- Structured and formatted 100+ TV scripts targeting network's audiences on a fixed schedule and budget.
- Solved a problem of potential budget overrun by creating a scenography design and overseeing its implementation to cut the cost for 50%.

Executive Producer

NOV 2007 - OCT 2013

Nova TV, Zagreb, Croatia, EU

- Supervised over 20 broadcast projects for the national broadcast company, budgeted at US\$1M-4M per project.
- Managed project financials, including purchase authorizations, cost controlling and monthly forecasting.
- Succeeded all department goals concurrently with a 10% budget reduction (2012).
- Negotiated and coordinated 150+ contracts per project for all third-party contractors, key personnel and freelance staff members .
- Organized and coordinated 100+, domestic and international, location shootings for multiple projects.