

DAVOR ANIC UX/UI DESIGNER

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SUMMARY

UX/UI designer with a background in the e-commercial and non-profit industry 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 as a UX/UI designer and make a difference in an innovative team that is connecting people's needs and goals.

SKILLS

- Generative and Evaluative Research
- Competitive Analysis
- User Interviews
- User Personas
- Information Architecture (IA)
- Wireframing & Prototyping
- Story/Journey Mapping
- Usability Testing and Analyzing
- Responsive design
- Photography & Retouching
- Storytelling skills
- Project Management
- Strong communication and people skills
- Negotiation skills
- Time and resource management

TOOLS

- Sketch
- Photoshop
- Illustrator
- InDesign
- XD
- After Effect
- Affinity Designer
- InVision
- Balsamiq
- HTML & CSS
- Webflow

EDUCATION

AUG 2018 - JAN 2019

[CareerFoundry - UX Academy](#)

UX Design Certificate

2011 - 2013

[University of Zagreb, Croatia, EU](#)

Masters of Arts, Design

1999 - 2004

[University of Zagreb, Croatia, EU](#)

Bachelor of Engineering, Design

EXPERIENCE

[DAVOR ANIC, New York, NY](#)

FEBRUARY 2017 - PRESENT

Product Designer & Owner

- Designed brand visual identity and guidelines for neckwear in house brand with a focus on affordable and sustainable implementation from product packaging to a website.
- Produced wireframes, HTML code and CSS that contributed to user-centered design (UCD) efforts for dozens of Web pages.

[New York Chapter - Association of Croatian American Professionals](#)

FEBRUARY 2017 - PRESENT

Head Of Digital Strategy

- 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.

[Kenneth Cole Production, New York, NY](#)

NOVEMBER 2014 - PRESENT

Freelance Product Designer/Artist

- 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.

[Nova TV, Zagreb, Croatia, EU](#)

MARCH 2015 - OCTOBER 2016

Creative Producer

- Supervised creative team of 10 people with a focus on storytelling and developing main characters.
- Partnered with user Web developers and Web managers to translate navigation and process flow into beautiful and easy-to-use solutions for online casting application.
- Solved a problem of potential budget overrun by creating a scenography design and overseeing its implementation to cut the cost for 50%.

Executive Producer

MAY 2014 - MARCH 2015

- 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.