

# ISIDORA SALAJI

{Senior UI/UX, Visual Designer}

Dynamic UI/UX designer with 5 years of experience and a passion for creating engaging digital experiences. Combines a strong visual design background with user-centric methodologies to deliver innovative solutions.

## EDUCATION

08/2018–05/2021

BFA in Communication Design,  
Texas State University

08/2017–07/2019

Associate of Arts Degree,  
Austin Community College

## SKILLS

- UI/UX
- HTML/CSS
- JavaScript
- Branding
- Logo design
- Photo & video editing
- Printing
- Customer service
- Problem solving
- Competitive analysis
- Design system
- Design thinking
- Design research
- Empathy
- User persona
- Usability test
- Interviews
- Style guide
- Site map
- User journey
- High-fidelity mockups
- Communication
- Presentation
- Agile

## LANGUAGES

English, Serbo-Croatian

## CONTACT

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🌐 isydesign.com

🌐 linkedin.com/in/icy-design/

## WORK EXPERIENCE

12/2021 TO PRESENT

SENIOR UI/UX DESIGNER AT PURPOSE FINANCIAL

- Redesigned the company website and app.
- Developed and implemented a design system, enhancing brand consistency across digital platforms.
- Led prototype testing sessions with customers, gathering actionable feedback.
- Played a key role in the UI/UX design for a new product offering related to card services and interface.
- Developed and maintained prototypes for training purposes, facilitating a deeper understanding of apps functionalities among employees.

9/2020 TO 1/2022

UI/UX DESIGN FREELANCE

- Developed comprehensive branding strategies and designed user-centric website for a client, enhancing their online presence and user engagement.
- Conducted user research, created wireframes and prototypes, and collaborated closely with client to ensure their vision was accurately realized.

3/2020 TO 8/2020

GRAPHIC/WEB DESIGNER AT SILICON LABS

- Led the redesign of key sections of the Silicon Labs website with a special focus on enhancing the training pages, which improved user navigation and resource accessibility.
- Collaborated closely with the marketing team to develop and implement effective design strategies for website presentation decks and advertising materials, boosting user engagement.
- Participated in agile project management practices, contributing to marketing strategies and campaign optimizations, which facilitated more efficient project completion and team synergy through daily scrums and JIRA sprints.

## TOOLS

- Adobe Creative Suite (illustrator, Photoshop, Lightroom, InDesign, After Effects, Premier, Firefly, Xd)
- Microsoft Office
- InVision
- Figma
- Sketch
- Useberry
- ProtoPie
- VS Code
- Vuetify
- Zeplin
- Confluence
- JIRA
- Rally
- Monday
- Aurelius

## RECOGNITION

### GRAPHIS NEW TALENT 2021, INTERNATIONAL

Silver, Planthug Trademark

Honorable Mention, Aquatic Sports Trademark.

## VOLUNTEER

Assisted in organization and execution of a regional fencing competition, contributing to event coordination, participant support, and ensuring a smooth and successful event experience for competitors and attendees.

## SPORTS

Tennis, pickleball, fencing...

### 8/2019 TO 3/2020

#### DATA ENTRY FOR LEGAL DEPARTMENT AT SILICON LABS

- Distinguished for meticulous attention to detail in the precise entry and organization complex legal documents within the CTAdantage system.
- Initiated and implemented process enhancements that significantly improved data retrieval times and reduced errors, fostering greater operational efficiency.
- Actively collaborated with legal and IT departments to fortify database integrity and compliance, markedly enhancing the security and reliability of document management workflow.

### 4/2017 TO 12/2017

#### PRINT SPECIALIST/PRE-PRESS/GRAPHICS AT NOVITEX

- Played a key role in the pre-press and finishing processes for a diverse range of print materials, including posters and publications.
- Leveraged expertise in graphic design to ensure high-quality outputs that met client specifications and industry standards.
- Collaborated with cross-functional teams to streamline production workflows, enhancing the overall efficiency and quality of the final products.

### 3/2015 TO 1/2016

#### DESIGN AT ABRAM EXPEDITED LLC

- Contributed to the development and implementation of a new brand identity, including trademark design and website creation.
- Applied fundamental user-centered interface and experience, supporting increased user engagement.
- Collaborated with the design team to ensure consistency across digital and print media, helping to establish a coherent brand image.