



Elena Gugoska

[UX / UI Designer]

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to view my projects please enter the following password: [elena'sprojects](#)

Being self-aware of the impact our solutions as designers have on people's lives, is the reason why I always give my best to create a seamless and delightful experience.

I seek to simplify the relationship between people and the interactive products they use, taking into consideration business goals and technological constraints.

For 4 years of my experience in the field of UX and UI design, I've been designing new products and services, being able to work in all phases from research to production.

Education

2016-2017

Semos Design Academy
- Bachelor's Degree, Graphic Design
Skopje (Republic of Macedonia)

2012-2016

Ss. Cyril and Methodius University
- Bachelor's Degree, Business Administration and Management
Skopje (Republic of Macedonia)

Skills & Specialization

User Experience (UX)

User Interface (UI)

Digital Design

User Interface Prototyping

User Journeys

User Personas

Wireframing

Prototyping

Graphic Design

Print Design

Agile Methodology

Scrum Methodology

Management

Public Speaking

Teamwork

Organization Skills

Team Leadership

Tools

- Sketch App
- Adobe XD
- inVision
- Adobe Illustrartor
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Creative Suite
- JIRA
- Slack
- Trello
- Zeplin

Experience

2017 - 2019

Artistika - UX/UI Designer
Skopje (Republic of Macedonia)

Job Responsibilities:

My responsibility ranged from being a **UX/UI Designer** and those of being a **Project Coordinator**.

- Conducting user research and testing
- Create personas through user research and data
- Develop wireframes and prototypes around customer needs
- Communicate design ideas and prototypes to developers
- Collaborating with Designers and Developers to create intuitive, user-friendly SaaS, iOS, Android and Desktop Apps
- Illustrating design ideas using storyboards, process flows and sitemaps
- Develop UI mockups and prototypes that clearly illustrate how sites function and look like
- Prepare and present rough drafts to internal teams and key stakeholders
- Adhere to style standards on fonts, colors, and images

As a **Project Coordinator**, I was the Customer's main contact for all technical and project-related questions. My responsibility was to organize the workflow, constantly collaborating with the team of developers and designers, and making sure that the predefined tasks are being implemented.

2018 - 2019

Plum - Freelance UI/UX Designer
Skopje (Republic of Macedonia)

Job Responsibilities:

- Collaborating with product management and engineering to define and implement innovative solutions for the product direction, visuals, and experience of the given Mobile App
- Execute all visual design stages from concept to final hand-off to engineering

2016 - Present

Red Bull - Freelance Graphic Designer
Skopje (Republic of Macedonia)

Job Responsibilities:

- Visualize and design print publications such as logos, posters, brochures, advertisements, display pieces, etc.
- Design Social Media posts
- Review art or design materials
- Collaborate with client to develop or refine designs
- Confer with clients to determine needs