



# Anida Salaj

ui/ux designer

## Contact

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## UI/UX Skills

- ◆ Competitive Analysis
- ◆ User Research
- ◆ User Personas
- ◆ Wireframing
- ◆ User Testing
- ◆ User Flows
- ◆ Responsive Design
- ◆ UI Animation
- ◆ Style Guides
- ◆ Prototyping
- ◆ Branding

## Software Skills

- ◆ Adobe XD
- ◆ Sketch
- ◆ Adobe Illustrator
- ◆ Adobe Photoshop
- ◆ After Effects
- ◆ InDesign
- ◆ Webflow
- ◆ WordPress

## Profile

I am a passionate UI/UX designer with a deep commitment to creating exceptional user experiences. My background in graphic design, combined with my UI/UX design certification, equips me with a keen eye for aesthetics and a strong understanding of design principles that enhance user experience.

## Experience

UI/UX Designer | krumedia GmbH  
March 2023 - Present

- Evaluated user feedback and conducted in-depth research to identify usability challenges specific to energy management software.
- Developed creative and effective solutions to enhance the user experience and usability of the energy management software.
- Designed high-fidelity wireframes and interactive prototypes to visualize proposed interface improvements, incorporating industry-specific considerations and user feedback.
- Collaborated with cross-functional teams, to communicate design decisions and integrate valuable feedback into the development process.
- Implemented user-centered design principles to ensure the energy management software meets the needs of diverse user groups while aligning with technical requirements and business objectives.
- Conducted iterative design reviews to refine the user experience, resulting in enhanced usability, efficiency, and satisfaction for users.
- Stayed abreast of industry trends and best practices in UI/UX design, continually seeking opportunities to innovate and improve the design process for the software.
- Contributed to the development of design guidelines, ensuring consistency and coherence across the user interface and user experience.

Junior UX Consultant | Whiteout Studio  
Juli 2022 - Dec 2022

- Conducted comprehensive requirement analysis for digital products tailored to diverse industries, including electronics manufacturing, software development, and professional customer consulting.
- Visualized UX concepts through initial scribbles, low to high-fidelity wireframes, and interactive prototypes, addressing industry-specific challenges and user needs.
- Implemented conceptual designs into polished UI designs, ensuring consistency with client branding and industry standards while focusing on user-centered design principles.
- Supported development teams in building designed websites using WordPress, providing expertise in UI/UX integration and ensuring seamless user experiences across platforms.
- Designed a wide range of graphic elements for social media, including animated ads, flyers, magazine advertisements, website content, and social media GIFs, effectively promoting clients' products and services across multiple industries.

Freelance Graphic & Motion Graphic Designer | Various Clients  
Jan 2020 - Juli 2022

- Designed new, on-brand visual elements like logos, banners, and infographics for clients, ensuring alignment with their brand identities and messaging strategies.
- Played a key role in shaping clients' visual identities by crafting distinctive logos, developing captivating landing pages, and producing dynamic logo animations that effectively represented their brands.
- Produced and edited a diverse range of visual content, including maps, charts, and graphs, tailored to clients' specific needs and communication objectives.

## Education

UI/UX Design Course, CareerFoundry | Online  
Nov 2021 - May 2022

A 9-month intensive UI/UX design course with over 500 hours of study, with a specialization in UI Animation.

German Philology, Karl-Franzens-University | Graz  
Oct 2012 - Jan 2017

Basic scientific knowledge of modern German literature, medieval German literature, linguistics and German as a foreign and second language.

