



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

UI/UX designer with a background in graphic design. Experienced with helping customers transform their ideas into appealing and effective designs that tell a story, under varied technical constraints of modern platforms. Passionate creative with a strong sense of empathy and compassion, striving towards creating useful, innovative, and long-lasting design solutions.

UI/UX Design Projects

“Oasis”, Native iOS & Android Plant Care App | CareerFoundry Case Study
Feb 2022 - March 2022

- Followed Human Interface and Material Design Guidelines to design 54 different mobile screens.
- Created interactive prototypes with Adobe XD, analyzed the user testing results and refined the design based on the feedback.
- Turned 3 originally designed illustrations into short animations using After Effects.

“Midori”, Responsive Recipe Web App | CareerFoundry Case Study
Jan 2022 - Feb 2022

- Designed a responsive recipe web app by utilizing the user-centric design process.
- Conducted user interviews, rapid prototyping and A/B testing, analyzed the research data, implemented the feedback and created user personas, as well as user flows.
- Designed over 50 screens in total, for 4 different screen sizes.

Experience

Junior UX Consultant | Whiteout Studio
Jul 2022 - Dec 2022

- Conducted requirement analysis for digital products, visualized UX concepts as scribbles and low to high-fidelity wireframes, implemented concepts as UI designs and created interactive prototypes for various clients.
- Supported the development team, building the designed websites using WordPress.
- Designed numerous graphic elements for social media post, animated social media ads, flyers, magazine advertisements, content for websites (illustrations and 2D animation), social media GIFs for multiple clients.

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

- Designed new, on-brand visual elements like logos, banners and infographics. (Virtual Vehicle Research GmbH)
- Designed company's visual identity by creating logo, landing page and logo animations. (BitTrack)
- Created and edited visual content including maps, charts, and graphs. (Data2Visual)

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
Okt 2012 - Jan 2017

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

