



# 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.

## 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

UI/UX Designer | krumedia GmbH  
March 2023 - Present

- Evaluated user feedback and conducted in-depth research to identify usability challenges.
- Developed creative and effective solutions to enhance the user experience and usability of the product.
- Designed high-fidelity wireframes and interactive prototypes to visualize the proposed interface improvements.
- Collaborated with diverse teams to communicate design decisions and incorporate valuable feedback.

Junior UX Consultant | Whiteout Studio  
Jul 2022 - Dec 2022

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

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

- Designed new, on-brand visual elements like logos, banners and infographics.
- Designed company's visual identity by creating logo, landing page and logo animations.
- Created and edited visual content including maps, charts, and graphs.

## 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.

