

# Ana Lipovšek

## Web/Graphic turned UX/UI Designer who switched to Product Design

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I have experience working with teams to brainstorm and whiteboard concepts. I can create wireframes at varying levels of fidelity, enjoy prototyping ideas and working with developers to build out ideas.

I continually strive to ensure high standards are met and consistency is maintained throughout the project.

I am self-motivated, autonomous and a team-player.

### SKILLSET

#### Tools

- Figma
- Sketch
- Adobe Xd
- Invision
- Adobe Creative Suite
- Asana, Jira, Confluence ...

#### I speak

Slovenian, English, German and Portuguese

#### Design

- UX Research & User Testing
- Wireframing & Prototyping (Figma, Sketch, Adobe XD)
- Visual Design & Branding
- Design Systems & Accessibility
- Product Strategy & Agile Collaboration

### EXPERIENCE

#### Product designer – Heureka Group

Mar 2020 – present

- Design and optimize digital experiences with a focus on B2B and brand engagement.
- Conduct UX research, usability testing, and data analysis to improve user interactions.
- Collaborate closely with developers and stakeholders to align designs with business objectives.

#### Project Manager in Product Department - Styria digital marketplaces

Mar 2017 – Mar 2020

- Translated business requirements into intuitive UX/UI solutions for MojeDelo.com and bolha.com.
- Led the development and launch of MojeDelo.com's mobile app, still in use today.
- Managed strategic development projects, ensuring seamless execution and team alignment for bolha.com website overhaul.

#### Lead UX/UI Designer - Kuponko.si

Sep 2015 - Feb 2017

- Transformed product concepts into wireframes, prototypes, and final designs in a fast-paced environment.
- Led a complete design overhaul of shopping cart and product pages, enhancing usability and conversion.

#### Senior Web and Graphic Designer - bolha.com

June 2013 - Apr 2015

- Designed web mock-ups, banners, and final visuals while maintaining brand consistency.
- Handled HTML/CSS tweaks in Mailchimp for optimized email campaigns.
- Managed company social media, increasing engagement and improving customer care.