

# JELENA DURIC

UX / UI DESIGNER

## PROFILE

Highly motivated, customer-focused UX designer with 10 years experience in the graphic design and management field. Successfully worked with several loyal clients, building long-term business relationship, based on trust and mutual satisfaction. Managed complete design process, from conceptualization to printing coordination, and final product delivery. During career developed numerous marketing programs, from small-size promotional material, to large-size outdoor graphics. Passionate about problem solving. Develops and builds things from scratch.

## CONTACT

Status: Dependant Pass Holder

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Portfolio:

<https://www.jelenaduric.com/>

## EDUCATION

GENERAL ASSEMBLY  
Singapore

User Experience Design Immersive  
Certificate

INSTITUTE FOR  
GRAPHIC ENGINEERING  
AND DESIGN  
Faculty of Technical Sciences,  
University of Novi Sad, Serbia, Europe

Master Degree  
Printing Engineering and Design

## SKILLS

Figma  
InVision  
UX Pin  
Adobe Photoshop  
Adobe UX  
Optimal Workshop  
Axure

A keen eye for aesthetics and details  
Empathic  
Problem solving  
Analytical  
Strong work ethic  
Proactive with can-do mindset

## WORK EXPERIENCE

### GRAPHIC DESIGNER

Nov 2010 - Mar 2020

Freelance

- Develops designs and produces graphic art for both print and digital marketing collateral
- Conceptualizes visuals based on given criteria by studying information and materials
- Develops concepts and execute original content
- Determinates ideal usage of colour, text, font style, imagery, and layout
- Self-manage projects based on given timeline and deadlines
- Completes projects by coordinating with outside agencies, art services, printers, etc.

### Main achievements

As a part of marketing team in Thinamy Entertainment Group in Tanzania, I achieved to lift up their Le Grande Casino brand to be one of the most successful in country. With carefully designed strong and aggressive campaign we have remarkably increased visits and incomes and successfully launched Privé and VIP section. That led to expanding the business and opening new branches.

### PLAN & CONTROL MANAGER

Jun 2007 - Oct 2009

GRAFIX d.o.o.  
Digital Printing &  
Graphic Solutions  
Belgrade, Serbia

- Responsible for planning and controlling of printing process, finalisation and delivery
- Analysed and addressed production delivery issues in a timely fashion with relevant stakeholders
- Monitored job cards flow and ensure schedules are kept
- Reported to Operation Manager appropriately when flow is disrupted for follow up actions
- Provided info for client service about project status and expected deadlines
- Monitor material supply flow and identify any shortages or bottlenecks in usage

### Main achievements

Improved communication between client service and production team, which lead to better deadline management. Increased quality of the final products. This resulted with maximizing company's production capacity, speeded up production process and decreased number of customer complains.