

Marko Pavlović

UX/UI Designer

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Bē @markografik

With nearly 20 years of experience in design, spanning user interface, graphic, and web design, I focus on creating experiences that are intuitive, visually appealing, and functional. My work is rooted in understanding user needs and keeping them at the center of every decision throughout the process.

WORK EXPERIENCE

Cosmic Development, UX/UI designer & Front-End developer July 2017 - present

- Conducted user needs analysis, aligning findings with stakeholder and project requirements.
- Designed and contributed to front-end development of a fintech web app that reduced equipment purchase loan approval time from weeks to days.
- Designed UX and UI for an ad campaign management tool, catering to the needs of media buyers and marketers.
- Designed UX and UI for a cloud infrastructure dashboard, simplifying complex workflows for technical users.
- Created branding for a gamer-centric social network targeting Gen-Z, with an interface focused on strengthening user-platform connection.
- Actively contributed to front-end development to ensure seamless implementation of designed experiences.

Omnes Group, WordPress developer August 2016 - June 2017

- Designed and developed custom WordPress themes for moving companies across the U.S., with a focus on SEO optimization and search visibility.

PlusRadio, Freelance Web & UI Designer September 2013 - present

- Designed and developed a web platform for the Serbian community in Chicago, starting as an events calendar and evolving into a multi-purpose hub with classifieds, directory, news, and online radio.
- Designed the UI for a mobile app for the online radio station, integrating website content and continuously improving the user experience.
- Managed social media campaigns to grow online presence and community engagement.

Megafon Studio, Graphic / Web designer August 2010 - July 2016

- Designed marketing materials including posters, product packaging, and branding.
- Expanded into web design and development as the company grew, covering both presentation and e-commerce projects.
- Managed Google AdWords and Facebook ad campaigns for clients, aligned with their broader marketing strategies.

Plum Design, Graphic / Web designer Feb 2008 - March 2010

- Worked on numerous web projects, including e-commerce platforms.
- Conducted branding for globally recognized HVAC companies such as Vaillant, Herz Armaturen, and Airwell.
- Developed a proprietary CMS to streamline client website updates, encompassing interface design and development.

Graf Loznica, Graphic designer Jan 2007 - Sep 2007

- Designed high-volume printed catalogs and promotional materials, working closely with printing companies to ensure quality standards and production specifications were met.

SKILLS

Figma, Adobe Suite (XD, Photoshop, Illustrator), HTML, CSS/SCSS, Tailwind, Astro.js, Interactive Prototyping

EDUCATION

Polytechnical Academy, Graphic designer 2003 - 2008

Teaching Assistant, (2006-2007)

Alongside my studies, I assisted fellow students in working with Photoshop, CorelDRAW, Illustrator, and Quark XPress.

Languages

Serbian (Native), English (Communicative)