ERRIS VELIU

DESIGN LEAD / SENIOR UI/UX DESIGNER

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PROFESSIONAL OVERVIEW

As an experienced designer and digital specialist, I possess a comprehensive skill set encompassing UI/UX design, graphic design, motion graphics, and web development, with proficiency in platforms such as WordPress and Webflow. My expertise extends across a wide range of projects, including branding and visual campaigns, as well as the development of user-centric digital solutions. Presently engaged in an innovative loyalty app project, I am driven by creative challenges and actively seek opportunities to apply my expertise within dynamic and innovative environments.

WORK EXPERIENCE

NDBit IT   **Jul 2022 - Present**

- Orchestrated and executed user research activities, including conducting user interviews, prototype tests, and card sorting sessions, leading to an increase in user satisfaction scores.
- Conducted competitive analysis, identified key market trends and opportunities.
- Utilized research insights to inform design decisions, resulting in a reduction in user-reported pain points.
- Developed comprehensive personas and journey maps, aligned team understanding and drove an increase in user engagement.
- Crafted intuitive information architecture deliverables, including site maps and user flows.
- Iteratively designed wireframes and prototypes, with each iteration improving task completion rates.
- Collaborated closely with cross-functional teams, resulting in decreased development time and increased product launch efficiency.
- Led the design and implementation of user interfaces, resulting in an improvement in overall user satisfaction ratings.
- Translated user research findings into actionable design solutions, leading to an increase in user task efficiency.
- Advocated for a user-centered design approach, resulting in a decrease in user-reported frustrations.
- Collaborated with stakeholders to translate business requirements into visually appealing designs, leading to an increase in user engagement metrics.
- Established design systems and style guides, resulting in improved design consistency across digital touchpoints.
- Mentored junior designers, resulting in increased design team productivity and skill development.
- Stayed abreast of industry trends and incorporated innovative design techniques, leading to an increase in design effectiveness and user retention metrics.

Innovation Centre of Kosovo (ICK)
Multidisciplinary & UI/UX Designer and Engineer   **Mar 2017 - Jul 2022**

- Created Motion Graphic Animations and also 3D Animations.
- Designed and implemented web front-end screens and functionality utilizing current technologies including HTML5, CSS3, JQuery, JavaScript, and Responsive Design, Component Architecture Design on the ASP.Net stack, and other current relevant web UI technologies in order to fulfill technical design requirements of new enhancements and resolution of defects and client operability issues.
- Designed solutions for improved usability through user-centered design and iterative usability testing.
- Documented usability and functional requirements from development to testing and release.
- Provided measures for effectiveness, efficiency, and satisfaction of business, user, technical, and brand objectives.
- Participated in concept development, design ideation, and creation of user-centered design solutions in support of strategic business objectives and roadmap.

- Conducted detailed inspection and analysis of business and brand requirements and their impact on the end user, providing design guidance and rationale to ensure usable, intuitive solutions.
- Planned and participated in user research, cognitive work/task analysis, behavior analysis, and usability testing.
- Translated data and produced design requirements, interface standards, guidelines, and prototypes that informed design efforts.
- Investigated complex problems, prioritizing user, business, and technical requirements to serve as the foundation for engineering meaningful design solutions.
- Mentored and coached junior engineers and sought opportunities to bring continuous improvements to implement UI best practices.

AI-X Acquired by Blockchain.com
Multimedia Designer & Wordpress Developer   **Jan 2015 - Mar 2017**

- Developed and meticulously crafted multimedia assets tailored for diverse digital platforms, including websites, multimedia presentations, and interactive displays and exhibits.
- Collaborated seamlessly with marketing and public relations teams, actively contributing to the strategic selection of visual, textual, and animated elements to enhance project impact and engagement.
- Skillfully prepared and refined artwork and media, ensuring each element met rigorous quality standards before final approval and distribution.
- Engaged in in-depth consultations with clients to thoroughly understand their unique website design preferences and functional requirements.
- Took charge of designing and constructing the website front-end, employing cutting-edge techniques to deliver compelling user experiences.
- Architectured the website meticulously, orchestrating the seamless flow of information and interactions to optimize user engagement and navigation.
- Assumed responsibility for the holistic management of the website back-end, seamlessly integrating databases and servers to ensure optimal functionality.
- Leveraged expertise to generate bespoke WordPress themes and plugins, tailored to meet specific project needs and enhance website functionality.
- Conducted rigorous website performance tests, meticulously evaluating various aspects to ensure optimal speed, responsiveness, and reliability.
- Demonstrated agility in troubleshooting content issues, swiftly identifying and resolving any impediments to seamless user experiences.
- Facilitated comprehensive WordPress training sessions with clients, empowering them to effectively manage and update their websites independently.
- Maintained vigilant oversight of the live website's performance, proactively addressing any emerging issues to uphold optimal functionality and user satisfaction.

SKILLS

Figma	FigJam	Adobe XD	Blender
Cinema 4D	Wordpress	HTML & CSS	Adobe After Effects
DaVinci Resolve	Adobe Illustrator	Adobe Photoshop	Adobe InDesign
Adobe Premiere Pro	Adobe Lightroom	Jira	Monday.com
Webflow	Shopify	Magento	Woocommerce

EDUCATION AND CERTIFICATIONS

Google UX Design Professional Certificate   Jul 2022
University of Prishtina | Bachelor of Arts