



UX Designer
Bitovi

Marc Madjaric



Professional Summary

Use my extensive HCI and Design Engineering experience in both the corporate and commercial worlds to solve complex business problems through the innovative application of technology and a collaborative creative team practice. Increase productivity and maximize conversions by developing accurate software systems using detailed data and leveraged cloud lean data sources. This includes direct client contact with collaborative design in development and production across all digital channels.

Education

Sep 1991 — May 1995

Carnegie Mellon University

Major Technical Design, Minor Computer Science, HCI

Aug 2004 — Sep 2005

New School for Computer Studies

Masters level courses in XML, IA, and GUI- New York, NY

June 1994 — Aug 1994

Pennsylvania Governor's School for the Art

Technical Theater, Multimedia Design and Artistic Management

Employment

March 2022 - Present

Bitovi - Sr UX Designer

- Develop a strong understanding of our customers, business objectives and company mission
- Partner with the product owner, customer insights, design, and development to design, plan, and execute a variety of research activities to uncover customer needs that result in actionable recommendations.
- Work with stakeholders to influence product feature decisions and integrate rich consumer insights into experiences
- Own the empathy, define and ideate portion of design thinking
- Lead customer quantitative and qualitative research to inform experience design
- Design user journeys to drive desired KPIs
- Write use cases for digital experiences
- Provide Information architecture planning for digital properties

Aug 2018 — Mar 2022

Island Exterior Fabricators - Sr UX Designer / Dev Project Manager

- Managed and developed multimillion dollar projects from start to completion utilizing Autodesk and AWS cloud document storage to advance manufacturing productivity 15%.
- Developed a standard naming and labeling convention for tracking in the ERP and SAP procurement systems.
- Completed a companywide replacement of all paper documents with dynamic mobile interfaces.

Mar 2007 — Aug 2018

MillerBlaker - SaaS UX Designer

- Managed, designed, and developed a digital twin of all business processes working with advanced software for manufacturing.
- Successfully implemented agile software practices to speed production by 25% and removed errors by 13%.
- Developed a complex GUI / UX interface for management and a Dashboard for owners to assess projects' progress or problems.

Jan 2004 — Mar 2007

HCC - Product Designer / Information Systems / HCI Designer

- Designed and developed B2B enterprise products and automated applications of all back-office procedures after a complete study of all business processes.

Aug 1999 — Jan 2004

ICA - Citibank - Information Architect / Developer

- Designed user interface standards and schemas for corporate identity and branding requirements for all sites.
- Worked directly with internal and external clients to develop user requirements, functional specifications, and useability testing for all designs.

HSBC - Information Architect / Programmer

- Designed user interface standards and documents for corporate identity.
- Researched branding requirements and user interactions for all HSBC sites.

Springer Verlag - Information Architect / XML Designer

- Developed design standards, company branding, point of sale, and information structure for technical journal publications sales and distribution.
- Designed a B2C POS system for millions of items and customers.

Net Exchange - SaaS Internet Application Developer

- Designed and developed, product vision from concept to delivery, a commercial communication SaaS enterprise application for Email, Calendar, Document, and Contact Management as a customer facing portal.

Skills

Figma

Agile Lean

Sketch App

User Testing

Adobe Photoshop

Information Architecture

Balsamiq

Prototyping

Atlassian products

Data Visualization

Material Design System

Mobile design

Apple Human Interface Guidelines

Research

Bootstrap

Multicultural Design

Zeplin

Wireframing