

Irma Šehalić

Product designer

Feb 2023
-Present

Wine Wendy - Gauge.ai

Lead Product designer

- Developed a new application from the ground up
- Responsible for creating comprehensive design systems using Figma.
- Worked closely with developers in a collaborative effort

March 2021
-Present

Crossbox Application

Product designer

- Currently holding a position for over two years, focusing on designing materials for app development.
- Responsible for creating comprehensive design systems using Figma.
- Specializing in conceptualizing and developing various user interface icons.
- Developed a keen understanding of user experience, contributing to the creation of visually compelling and user-friendly applications.
- Consistently delivering high-quality design work that meets project requirements and timelines.

View the current project here: <https://demo.crossbox.io#!/dashboard>

Jun 2022
-Present

ShopMark

Product designer

- Comprehensive UX/UI Design: Utilizing a user-centered approach to create intuitive and user-friendly interfaces.
- Wire framing: Expertly designing blueprints for digital interfaces to ensure optimal user experience.
- Brand Identity and Advertising: Skillfully crafting unique brand identities and implementing strategic advertising initiatives to enhance brand visibility and recognition.

May 2019
-February 2023

Lilium Digital

Graphic designer

- Designed various logos, advertising graphic materials video editing, wire framing, flyers, business cards, posters
- Managed 10+ branding and agent- level marketing projects.
- Directed social media accounts, increasing followers on Facebook by 30% and Instagram 45%.
- UX/UI

Language

English / Full professional proficiency

Bosnian / Native

Education

2017 - 2021

Graphic Design
American University of
Bosnia and Herzegovina

Skills

UX/UI

Icon design

Figma

Adobe Illustrator

2014 - 2017

Web Design
Technical High School of
Graphic Design and
Multimedia Technology

Adobe Photoshop

Adobe After Effects

Wireframing

HTML

CSS

Google Web Designer

Portfolio

<https://arwenart.pro>

Contact

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