



# Jasa Zelmanovic

## Curriculum Vitae

### PERSONAL DATA

ADDRESS	Luisenstr. 61, Karlsruhe, Germany
NATIONALITY	Croatian
DATE OF BIRTH	10.08.1985
PHONE	+49 157 5497 5647
WEB	<a href="http://www.jasa.zelmanovic.com">www.jasa.zelmanovic.com</a>
EMAIL	<a href="mailto:jasa.zelmanovic@citrix.com">jasa.zelmanovic@citrix.com</a>

### HIGHEST DEGREE

#### Master of Arts in Design

2008 - 2010, Postgraduate in Visual communication

PRINCIPAL SUBJECTS	Interactive media 1   2; Creative communication and society; Developing concepts and strategies ; Movies and Video 1   2; Scientific and research methods;
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OCCUPATIONAL SKILLS COVERED	Qualification for scientific and research work and specialisation for work in profession, adopting critical, conceptual and practical approach, researching and education in field of visual communication, project management and managing processes in development of design in all of its aspects.
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Diploma Thesis: "Optimization of Open Source Methodology with goal of improving user participation in community."

ORGANISATION PROVIDING EDUCATION AND TRAINING	University of Zagreb, Faculty of Architecture, School of Design
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CLASSIFICATION	Master of Arts (MA); ISCED 6
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## CURRENT POSITION



POSITION **User Experience Designer**  
February 2015. - Present

COMPANY Citrix, GoToAssist CX EMEA Organisation - <https://www.citrix.de/>

DESCRIPTION Working on the end-to-end experience of the next generation product under the GoToAssist umbrella. In parallel I am a guest designer in another team that is developing tools for solving remote IT issues.

ACCOMPLISHMENTS

- Working with development team on improving software update process and roll-out strategy. Providing UX solutions to address main generator of detractors.
- Supporting, then leading the design process of Next Generation G2A
- Creating G2Atomic UI framework to increase frontend development speed and easier integration of UI to other products
- Establishing quick hand-off flow with introduction of live embed designs into documentation
- Upgrading internal designer space to public Design Center with goal of transitioning it to an official design center.

RESPONSIBILITIES

- Designing with strong customer perspective supported by user research
- Information Architecture – Development of information flow of the system
- Prototyping – Development of wire-frames, paper prototypes or animated screens
- Cross-platform User Experience - Designing for Mobile & Web
- Collaboration with Product Development team - Producing assets, flows and style guides
- Collaboration with Product Managers - Grooming user stories, supporting roadmap development, understanding business objectives
- Conducting basic user testing

## PREVIOUS POSITIONS






POSITION **User Experience and Interface Designer**  
February 2013. - January 2015.

COMPANY Asseco South Eastern Europe- <https://asseco.com/see/>

ACTIVITES Working on next generation of mobile banking applications. My role was to establish new approach to mobile banking applications. Create new white label product that enables branding and customization to individual clients, while retaining usability and user experience across all platforms.

RESPONSIBILITIES

- Information architecture – development of the process and information flow of the system
- Prototyping – development of wireframes, paper prototypes or simple interactive screens
- Cross-platform user experience
- iOS, Android and Windows phone interface and interaction design
- Strong cooperation with development team (producing assets, flows and style guides)
- Testing in terms of usability, consistency, cross-platform performance and UI/UX quality assurance

POSITION	<b>User Interface Designer - External Collaborator</b> December 2012. - February 2013.	
COMPANY	NTH Group - <a href="http://www.nth.ch/">http://www.nth.ch/</a>	
ACTIVITES	Working on mobile web media portals, Android and iPhone media applications. Design, concept and preparation for implementation. Defining style guides for design before implementation and afterwards. Producing deliverables for developers	
POSITION	<b>Visual Designer</b> April 2011. - December 2012.	
COMPANY	Strka - <a href="http://www.strka.hr/">http://www.strka.hr/</a>	
ACTIVITES	Strka is an advertising agency comprised of market communication specialists in the field of strategic planning. While working for Strka I have gained valuable experience working for corporate clients like Visa. Being the only designer engaged on multiple projects I have managed to incorporate previously gained knowledge to the agency portfolio offering multiple services thus extending agency services offer.	
RESPONSIBILITIES	<ul style="list-style-type: none"> <li>▪ Web design - web-shops, microsites, full websites</li> <li>▪ Advertising material production including - packaging, visual identity, illustration, print production, catalog design, wordpress administration, Ideas and concept implementation,</li> <li>▪ Digital advertising (Adwords, Remarketing, SEO)</li> </ul>	
POSITION	<b>Junior Visual Designer</b> December 2008. - April 2011.	
COMPANY	Indigo Group <a href="http://www.indigo.hr/">http://www.indigo.hr/</a>	
RESPONSIBILITIES	<ul style="list-style-type: none"> <li>▪ Web design (web-shops, microsites, full websites)</li> <li>▪ Visual identity</li> <li>▪ Illustration</li> <li>▪ Pre-press production, books and catalogues design</li> <li>▪ Wordpress administration and maintenance</li> <li>▪ Ideas and concept implementation</li> </ul>	

## INVOLVEMENTS AND AWARDS

- 2006. Participation in Croatian design exhibition 040506
- 2007. Participation in Magdalena festival of creative communication for young people.
- 2007. Participation in "Interaction design workshop 2007"  
(<http://www.umass.hr/dvk/interactions/>)
- 2009. Participation Poster festival Ljubljana
- 2010. Participation "Sit down Zagreb"
- 2010. Participation in Croatian design exhibition 0910
- 2010. Participation in "Interaction design workshop 2010"
- 2010. Participation in Belgrade workshop: "Designer: author or universal soldier"
- 2010. Group Award of Croatian Design society for  
Best concept | Student category
- 2011. First prize in the competition "The Rijeka Bench" organized by pogledaj.to portal and organizations Riječki Val
- 2012. Participation in the exhibition "Zgraf 2012", Zagreb
- 2012. exhibition "Design Tourism: Croatian Holiday 2012",  
Salone del Mobile, Ventura Lambarte, Milano;  
Festival Mikser, Beograd;  
Sofia Design Week, Sofia;
- 2012. Participation in the exhibition "Mikser Festival", Beograd
- 2012. Participation in the festival "Dan D", Zagreb, 2012.
- 2015. Citrix Global - Hackweek Finalist
- 2015. Logistic organisation of Citrix Innovation and Design thinking workshop in Karlsruhe.

## PERSONAL SKILLS AND COMPETENCIES

SKILLS Design thinking facilitation , Style-guides, UX metrics frameworks and KPIs, User flows, User research, User testing, Personas, Atomic UI frameworks, Interaction

TOOLS UX - Pen and paper, Omnigraffle, Axure, Monodraw  
UI - Sketch, Indesign, Illustrator, Photoshop  
Animation - After Effects, Principle  
Scrum - Jira, Confluence, Trello

NATIVE SPEAKER Croatian (Bosnian, Serbian, Slovenian)

OTHER LANGUAGES English German  
Conversation | 1 2 3 4 **5** **B1**, assesed at eduGLOBAL  
Writing | 1 2 3 **4** **5** on October, 2015.

30, male, Karlsruhe, visual communication, master of arts in design, did win some awards, 8 years of work experience, user friendly, clear and strong communicator, strong organisation and planning, proactive, worked for marketing agencies, worked for design studios; working for Citrix as UX Designer; **accountable for** user experience, usability, interface, user research, design thinking, innovation workshops, worked on mobile news portals designs, worked on core banking applications, personal finance manager web system, working on next generation of remote support; **covering** functionality requirements, system and information flow, prototyping, cross-platform user experience, mobile platform patterns, strong cooperation with development team, producing assets, maintaining design library, producing flows, producing documentation and style guides, testing in terms of usability, consistency and cross-platform performance, UI quality assurance, brand management; **using daily** pen and paper, Adobe Creative Suite, Sketch, Principle, InVision, Notepad++, Jira, Confluence, Trello ; **aware of** Xcode, Android Studio, CSS, jquery, Cocoa controls, Android libraries; **loving** Raspberry Pi, Android, Gaming, Lightpack, Kindle, RSS