ANDREA MARKOVIC

UX DESIGNER

hello@andream.design

andream.design

linkedin -/andreamarkovicdesigner

I'm a UX Designer with a decade of diverse design experience, blending empathy and design thinking to create intuitive and impactful user experiences. Life-long fascinated observer of human complexities.

PROJECTS

The Bank Online banking / Responsive design for website & app

Challenge: Design intuitive transfer flow & consistent look across devices for an online UK Bank

Dishoom Payment & Hospitality / Mobile payment app

Challenge: Design efficient payment alternative for London's signature Indian restaurant

Coffee House Payment & Hospitality / Click to order mobile app

Challenge: Design click to order mobile app for a cafe with multi/user collaborative feature to manage batch orders

- Conducted user interviews and surveys for insights
- Mapped user journeys, created value propositions, designed information architecture, created user personas
- Developed wireframes and prototypes using Figma
- Conducted usability testing for iterative improvements
- Designed high-fidelity prototypes considering responsive design

PROFESSIONAL EXPERIENCE

Andrea M. / Freelance Designer

04/2017 - 12/2023 - Prague CZ / London UK

- Delivered projects from concepts, research, prototyping (visuals), design packs to on-site inspections and building management
- Conducted interviews and crafted customer / user journeys
- Worked closely with engineers and managed cross department collaboration

CONCORDE BGW / Designer & 3D Visualiser

03/2018 - 07/2020 & 11/2020 -12/2023 - London UK

- Lead & delivered design n' build projects across hospitality industry in UK, collaborated on brand strategy, crafted user journeys
- Collaborated on-site with contractors and clients, B2B projects
- Modelled and rendered 3D visuals and 360/VR tours

smAA / Architect & Designer & 3D Visualiser

01/2012 - 03/2018 - Prague, CZ

- Designed & lead design n' build projects across Czechia
- Collaborated on brand strategy for hospitality projects
- Lead a team of designers and managed small architectural office

EDUCATION

Google UX Design

Credential ID EEJVTHMT5T9N
11/2023, Online on Coursera

Czech Technical University

M.Arch
2009-2014, Prague, CZ
Architecture & Urban planning

Thesis: Secular funeral chapel and cemetery Kukleny, Hradec Kralove

SKILLS

Design

Design Thinking, Visual design, User flows, Concept sketches, Wireframes & Mockups, User journey, Responsive Web design, Information Architecture, Prototyping using Figma

Research

Customer journey, Usability testing, On-site interviews

Software

Figma, Adobe PS, IL, ID, SketchUp, AutoCad

Languages

Proficient & Native: English, Czech, Bosnian, Croatian, Serbian, Slovak
Limited: Spanish, French

REFERENCES

Kristyna Jira
Product Design Manager at Wrike

Erdem Ersoz
Global Product Lead at PayPal