

# QENDRESA SELIMI

UX/UI DESIGNER

## EXPERIENCE

### UX/UI DESIGNER

Vidatec

*February 2022 - March 2023*

- Leading and executing the UCD process from start to finish including, as appropriate, the delivery of personas, user journeys, sketches, wireframes and interactive prototypes
- Identifying and implementing process improvements within the team and ensure all outputs adhere to relevant policies and standards e.g. channel, accessibility, brand, design language
- Facilitating and leading workshops, presentations and walkthrough sessions
- Working closely with stakeholders and product owners to explore and understand their business outcomes and produce concepts and designs that deliver those outcomes
- Delivering designs for digital experiences, focused on user needs, for delivery within quality, time, and cost constraints
- Tools: Figma, Xd, Jira, Miro, Slack, Human Interface Guidelines, Adobe Suite.
- Skills: user research, wireframes, user flows, user personas, UI design for mobile and web, a/b testing, prototyping
- Achievements: Launching a new membership programme feature for Bicester Village that incorporates gamification successfully. I was also the key designer for a fire door safety app, prioritising UX to create a seamless experience for users.

### UX/UI DESIGNER

Yosanie

*October 2021 - January 2022*

- I was the lead designer for a startup specialising in the intellectual property sector.
- I lead the full design process for both the website and mobile application.
- Closely worked with the developers to ensure that all design decisions are mirrored onto the final version.
- Worked closely with the CEO to discuss changes, reiterations, and design justifications.

## PROFILE

I have 6 years of experience in UX/UI design, digital design, content creation and admin.

I am seeking full time opportunities as a Product Designer.

## CONTACT

 [qendresas@hotmail.co.uk](mailto:qendresas@hotmail.co.uk)

 [www.qendresaselimi.com](http://www.qendresaselimi.com)

## EDUCATION

King's College London

*October 2017 - December 2020*

Bachelors Degree in Digital Culture

University of the Arts  
London

*October 2020 - December 2021*

Masters Degree in User Experience

- Skills: user research, affinity mapping, user interviews, user flows, personas, wire framing, prototyping, branding, user feedback.

## FREELANCE UX/UI DESIGNER

Freelance UX/UI Designer

*December 2019 - Present*

I have 3+ years experience working with a range of clients across different sectors, identifying design problems and providing solutions through beautiful design. Some include:

- UX/UI Design of a new luxury wellness club in Los Angeles.
- Full UX/UI design and branding for a bespoke vodka company.
- UX/UI website redesign for The Purposeful Project - <https://www.purposefulproject.com>
- UX/UI design and brand identity for two programmes - <https://www.thephoenixprogramme.info>
- UI design work for BYP - redesigning the homepage that is more current, UI and UX friendly and solving accessibility issues.

## CONTENT CREATOR, UX/UI DESIGNER

Vankero Property Solutions

*January 2019 - October 2019*

I worked a range of roles with Vankero including content creation, admin, UX/UI design, and web design.

- I was a content creator, producing blogs and articles for many websites including Nursery Experts, True Care foundation and how to Manage a Business Successfully. To produce content, I had to manage my time extremely well ensuring the content was completed within the set deadlines.
- My design skills were utilised when designing the Nursery Experts website, conducting research as well as the initial wireframing for the new potential app for Nursery Experts and assisting with the market research for several projects.
- Achievements: The SEO blogs and articles written led to an increase in website visits which directly had a positive impact on business sales and clients.

## ASSISTANT DESIGNER & ADMIN

Encyclopaedia Britannica

*January 2018 - June 2018*

With Encyclopaedia Britannica I utilised Sales Force daily to keep track of current employees current and expected sales.

- My creativity was utilised when designing logos and posters for various design projects.
- I was in charge of producing visual graphs and documents for current employees, ensuring they were kept up to date which meant I had to be organised and to communicate with employees.

Achievements: I was recognised for my excellent persistence and hard work, producing visual graphs that are still being used by the team at Encyclopaedia Britannica.

## CONTACT

 [qendresas@hotmail.co.uk](mailto:qendresas@hotmail.co.uk)

 [www.qendresaselimi.com](http://www.qendresaselimi.com)

## SKILLS

- UI Designer
- UX Designer
- Digital Designer
- Content creator
- Social media content designer
- Website designer

## INTERESTS

- I love to redesign and design concepts for luxury brands and have done so for: Louis Vuitton, Mercedes, Rolls Royce and Shangri-La.
- Car photography
- DJ (still a newbie)
- Sew my own clothes
- Read a range of literature!

## WORK EXPERIENCE

PwC

*May 2018 - May 2018*

I spent two weeks in the finance department of the Transactions team within PwC. I worked with many teams exploring roles in finance, research, branding, advertising, and strategy.

- Working with groups of people, I had to be organised and prepared to multi-task throughout the day when undertaking specific market research as well as branding and advertising.
- Communication was vital amongst other colleagues when discussing financial queries such as invoicing and reporting.

Achievements: Worked with an amazing team at one of the top professional services firm. Gained many skills which could be applied into my design career.

## WORK EXPERIENCE

PwC

*June 2016 - January 2018*

I spent two weeks in the finance department of the Transactions team within PwC. I worked with many teams exploring roles in finance, research, branding, advertising, and strategy.

- Working with groups of people, I had to be organised and prepared to multi-task throughout the day when undertaking specific market research as well as branding and advertising.
- Communication was vital amongst other colleagues when discussing financial queries such as invoicing and reporting.

Achievements: Worked with an amazing team at one of the top professional services firm. Gained many skills which could be applied into my design career.