



Nikola Matoski

UI/UX Designer

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Summary

- Engineered a design system that reduced design iteration time by 30%, ensuring consistency across all company products.
- Teamed up with 6 developers to launch multiple successful start up projects, meeting aggressive timelines.
- Conducted desk and field user research, including interviews and usability testing, and led design projects from conception to completion.
- Able to handle multiple projects with exceptional interpersonal, organizational, and managerial skills to develop design parameters and enhance product experiences for web and mobile.

Objectives

Experienced in translating research findings into actionable KPIs, I am committed to ensuring that design decisions align with business goals. Eager to contribute to a company culture that values collaboration, I aspire to create exceptional digital products that drive both user satisfaction and measurable success.

Profesional Experience

UI/UX Designer

Blue Mongoose Software Agency

2023 – 2024

Hired by the agency on a project-based contract as the sole designer, working within a team of four developers and a PM.

- Led the design of a computer vision-driven mobile app for the Olympic Committee of Australia, collaborating with a team of 4 developers.
- Developed wireframes, prototypes, and iterated designs based on user feedback, reducing time on task by 30% and achieving a 90% completion rate.

Product Designer

Ryactive Software Agency

2021 – 2023

Worked on 20+ projects for startups and enterprise clients, enhancing skills in user research, prototyping, and cross-functional collaboration.

- Spearheaded UX/UI design for a hospital rewards app serving 15k employees, increasing patient engagement and satisfaction by 30%.
- Designed an Edtech marketplace, leading to a 20% boost in user retention.
- Implemented Weekly Metrics Review meetings, ensuring alignment with key metrics and data-driven design improvements.
- Identified and tracked driver metrics such as user activation, retention, and conversion rates to guide project decisions.

UI Assistant

Dubai Technology Entrepreneurship Centre (DTEC)

2022

- Assisted startups in developing their UI/UX strategies, provided detailed reports and improvement guidelines.
- Conducted workshops on UX stages in product development, contributed to the success of six startup projects with a combined user base growth of 35%.

UI/UX Auditor

Sandbox program, run by the Dubai Technology Entrepreneur Centre and Dubai Silicon Oasis.

2021

- Reviewing 12 startup projects and delivering detailed documentation with actionable improvement points for UI architecture and UX experience.
- 95% satisfaction rate by the startup owners included in the program.

Brand Designer

Drim Short Film Festival

2018 – 2022

- Managed the visual design and branding efforts, enhancing the festival's appeal and recognition.
- Provided creative direction and monitored the artistic vision of the festival, ensuring alignment with themes and objectives, resulting in a 30% increase in attendee satisfaction over period of 4 years.

Graphic Designer

Freelance Projects

2013 – 2021

- Delivering over 150 design solutions for festivals and cultural events.
- Produced high-quality visual content, including posters, brochures, and digital media, with a positive client satisfaction rating of 95%

Skills

- **Design Tools:** Adobe Illustrator, Adobe Photoshop, Figma
- **UX Methods:** Usability Testing, UX Research, Prototyping, Wireframing, Card Sorting, A/B Testing
- **Technical Skills:** Android, iOS, Web Responsive Design, Data Visualization
- **Soft Skills:** Effective Communication, Feedback Provision, Skilled Multi-tasker
- **Project Management:** Jira, Cross-functional, Team Leadership, Agile Methodology, Scrum, Team Sharing
- **Additional Skills:** User Experience (UX), User Stories, Product Design, User Experience Design (UED), User Interface Design, Customer Research, Graphic Design, Fine Art, Branding Design

Accomplishments

- Google UX Design Specialization
- IBM Enterprise Design Thinking
- Meta Principles of UI/UX
- Figma Work With Components
- Databricks Academy Accreditation: Generative AI Fundamentals

Education

Associate Degree in UI/UX Design

Brainster Education Center, Skopje

B.Sc. in Classical Music

Ss. Cyril and Methodius University, Skopje

Languages

Macedonian - Native

English - Full Professional Proficiency

Serbo - Croatian - Conversational

German - A1