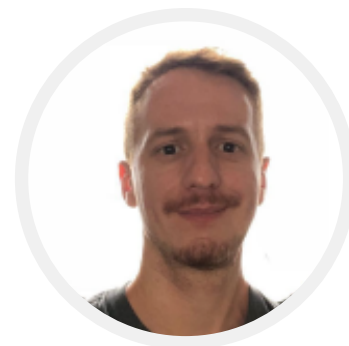


# Aleksandar Grkinić

## product UI UX designer

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### Profile

An experienced (10+ years) design professional with a diverse portfolio and a demonstrated history of building digital products and engaging experiences. I'm also well-versed in designing corporate websites, visual identities and marketing materials. I am 38 years old. I am based in Berlin.

### Experience

2015-2020

**Truvalue Labs Inc.** (San Francisco, USA)

UI/UX Designer - Remote position

- I worked with both product owners and the engineering team in a user-centric design process to deliver end-to-end experiences for our digital product – Truvalue Platform.
- I participated in user validation sessions to gain insights into the iterative process of new feature development.
- I took initiative in establishing a living design system to provide a more consistent, evolving user experience throughout our web product.
- I collaborated with other members of the design team to ensure a unified brand experience and marketing communication.

2013-2015

**Dievision Agentur für Kommunikation** (Berlin, Deutschland)

UI Designer - Remote position

- I worked closely with the creative director to deliver corporate website designs for large German and international clients such as Puma, Nickelodeon, TUI, Rossmann, Sparkasse, and many others.

2009-2020

**Freelance**

- KircherBurkhardt (Berlin), JESS3 (Los Angeles), WorryFreeLabs (New York), Laterpay (Zurich), etc.

### Education

Graduated in 2008

**Psychology** (4-year course)

University of Novi Sad, Serbia

I obtained degree in my home town and did a one-year internship in the field of clinical psychology.

### Skills

UI Design, UX Design, Product Design, Visual Design & Branding, Interaction Design, Design Systems, Design Thinking, User Research, Human-Centred Design, Usability Testing, Information Architecture, Prototyping

### Recognition

Winner of Awwwards - 365 Best Websites Around the World (2011)

Published in The Web Designer's Idea Book, Volume 3

Published in Logo Nest 01 - Curated collection of admirable logo designs