

HELLO!

I'M JASMINA ALEKSIC

DIGITAL EXPERIENCE DESIGNER

CONTACT

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PROFILE

A compassionate problem solver with background in Engineering and Experience design, I tackle complex challenges with optimism and create simple solutions that meet users needs.

With strong empathy and communication skills I combine human-centered methods and analytical thinking in my design process.

Passionate and constantly curious about exploring people's actions and feelings, as well as the world around us, in order to go beyond the 'what' and uncover the 'why'.

A design thinker with a knack for languages who dares to make, fail and learn.

AWARDS & HONOURS

NowWhat – November 2018

Best solution with implementing technology

48H – March 2018

Second place, Sweden's largest advertisement competition

DASH – November 2017

Winner of Europe's largest design hackathon

PROFESSIONAL SKILLS

Software

Adobe Creative Suite
Solid works, CAD
Rhinosceros
Adobe XD, Sketch, Marvel
Balsamiq

Languages

Swedish Native language
Serbian Native language
English Fluent in spoken and written
Italian Conversational
German Basic

Design tools

- User research
- Interviews
- Synthesize
- Feedback
- Storytelling
- Co-creation
- Prototyping
- Wireframing
- User flow
- Service Design
- Design thinking
- UX writing
- User Experience
- User journey map
- Conceptual design
- Personas and scenarios

EDUCATION

M.A Digital Experience Design, Hyper Island, UK 2017-2018

A masters program based on learning by doing. Working with real clients, I developed digital products, services, strategies, and design consultancy in multidisciplinary teams with a strong focus on design thinking, prototyping, and emerging technologies.

Royal Institute of Technology, Stockholm 2005-2011

Design & Product development with specialization in Industrial Design

Politecnico di Milano, Italy 2009-2010

Studies in Industrial Design

Royal Institute of Technology, Stockholm 2002-2005

Bachelor of Science Degree in Mechanical Engineering with specialization in Innovation & Design

WORKSHOP/FACILITATION

Kids Hack Day 2018 – Global series of free creative tech events for kids.

I helped facilitate the creative process, prototyping, and programming with children making quirkbots.

Stockholm open 2018 – A summer job for young adults between 17-19 years old.

I served as a Design Coach and helped facilitate the creative process and run workshops at the creative agency Animal.

Teens in AI 2018 – Acorn Aspiration Accelerator were young teens explore AI.

I served as a mentor in Design thinking and helped facilitate the creative process.

WORK EXPERIENCE

Digital People Agency – 2019 UX/Interaction designer (Contractor)

- Conduct workshops, creation of customer experience map, personas, user stories, journeys and conduct user testing
- Work with stakeholders to review product design flow and ensure delivery of the best user experiences
- Create graphical design and layout for web and mobile experiences including mock-ups and prototypes
- Drive meaningful, in depth user research and responsible for making decisions on strategic UX/UI designs as well as continued enhancement and improvement of the user experience
- Work agile in diverse and multi-disciplinary teams.
- Document and present learnings to keep the team user focused.

BBC CAPE – Hyper Island 2017 UX

- Design for inclusion
- Quantitative and qualitative research
- User interviews
- Prototyping and user-testing
- Created user flows and storyboard to illustrate user journey

NHS – Hyper Island 2017 UX/Service design

- Business Transformation
- User research
- Guerrilla research and observations
- Create visual mocks for presentation
- Lo-fi prototyping and user testing
- Desk research business needs and industry trends

LateRooms – Hyper Island 2017 UX Researcher

- Immersive UX research
- Emotion journey mapping
- Customer journey mapping
- Analogous experience
- User Interviews
- Synthesis of user insights into broad conceptual ideas
- Facilitate team feedback, reflections, team collaboration and workflows