

MAŠA MLAKAR

VISUAL INTERACTION DESIGNER



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EDUCATION

SEPTEMBER 2014

MSc Design and Digital Media

The University of Edinburgh, Scotland
Web Design, Digital Design, Informatics

MARCH 2013

BA Textile and Fashion Design

The University of Ljubljana, Slovenia
Graphic Design, 3D Design, Marketing

AWARDS

Edinburgh City Council Prize Winner

Web Design at the Smart Data Hack 2014

Arts Scholarship Award

Slovene Ministry of Culture, 2013

University of Ljubljana Prize Winner

TYPO, Collection of digitally printed bed covers, 2011

Arcadia Lightwear Prize Winner

Spiralit, Collection of textile lights, 2011

SKILLS

■ **WEB** UI • UX • IxD • HTML5 • CSS3 •
Java Script • CSS Animation • Wordpress •
HTML Email Creation • Responsive Web Design

■ **UX** User Research & Business Analyses •
Site Mapping • User Flows • Content Strategy •
Design Thinking • Design Guidance

■ **DESIGN** Freehand & Digital Illustration •
Art Direction • Visual Design • Corporate Identity •
Graphic Design • Typography •
Studio Photography • Photo Retouching

■ **VIDEO** Motion Graphics • 2D Animation •
Post Production & Color Grading • Filming •
Storyboarding

■ **SOFTWARE** Adobe CC • Final Cut Pro •
Sketch • Balsamiq • Invision • SketchUp • Blender •
Fontlab • Keynote • Principle • Microsoft Office



WORK

APRIL 2015 - PRESENT

Traackr, San Francisco, US

VISUAL Ix DESIGNER

- Designed and developed website, blog, landing pages and HTML Emails _____
- Worked on print and digital advertising campaigns _____
- Interactive prototypes, Wireframes, redesigned App UI for better UX _____
- Collaborated with the development team to finalize new product features and updates _____

JAN 2016 - APRIL 2016

OAS, Outdoor Ad Systems LLC, San Francisco

FREELANCE Ix DESIGNER

- Client/Competitor research, SEO optimization _____
- Designed & built website _____
- Created custom art and CSS animations _____
- Collaborated with backend developers to make an interactive inventory map _____

APRIL 2015 - JAN 2016

Accomplce.io, San Francisco, US

LEAD DESIGNER

- Researched user interaction and designed product UI _____
- Built websites, landing pages & HTML Emails _____
- Designed logo and created brand guidelines _____
- Developed print and digital advertising campaigns _____
- Created explainer & promotional animation, motion graphics and videos _____
- Managed design interns and developers _____

OCT 2014 - DEC 2014

LogicNow, Edinburgh, Scotland

ARTWORKER

- Designed web banners, icons, landing pages, flyers _____
- Constructed HTML Emails _____
- Retouched imagery for rebranding campaign _____

JAN 2012 - SEPT 2014

Student organization of Slovenia, Slovenia

MAGAZINE ART DIRECTOR & GRAPHIC DESIGNER

- Created »SKUP« magazine visual identity, covers, layout, Email campaigns, web banners and ads _____
- Managed a team of illustrators and designers _____
- Designed visual identities, T-shirts and exhibitions for cultural events _____

JULY 2011 - DEC 2011

Porsche Slovenia, Ljubljana, Slovenia

MARKETING ASSISTANT

- Designed event exhibitions, web ads & banners, direct mail campaigns, cards, packaging and posters _____
- Managed print vendors, selected printing material and printing techniques _____
- Led event photography & video production _____