

# miroslav gruevski

## product designer\_



miroslav.gruevski@gmail.com

## work experience\_

### product designer @ symphony

Nov 2021 - Present

- » Gather design requirements based on information from internal teams, business and user research.
- » Work closely with product managers and engineers to suggest improvements for products and processes.
- » Present product design ideas to cross-functional teams and senior leadership.
- » Modify and revise existing designs to meet changing customer preferences.
- » Coordinate with other design team members to ensure consistent and accurate communication.

**Clients:** Forbes Fortune 500 Companies.

### ux ui designer @ keitaro

Mar 2017 - Nov 2021 / Sweden, Remote

- » Collaborate closely with product managers, engineers, and content strategists to achieve client and user goals.
- » Define and create visuals, style guides, and user-centered interactive experiences for various in-house products.
- » Create high-level mockups and prototypes to clearly convey the project objective through micro-interactions and design ideas.

**Clients:** UNHCR, UNICEF, Saudi Arabia Gov, Shell, Energinet, Open Knowledge Foundation, Toronto City, EHealth Africa, Data gov mk.

### ux ui designer @ wehoo

Oct 2015 - Mar 2017 / Denmark

- » Collaborate closely with the founder, executive director, and development coordinator to meet all business goals and user needs.
- » Design mobile apps, webpage wireframes, high-level mockups, and prototypes for new business pitches and existing clients.

**Clients:** Reality Gaming Group, Niipit, Animalistic.

## education\_

### bachelor of graphic design & engineering

University „St. Kliment Ohridski“, Bitola, Macedonia, 2010

### graduate of graphic design

CSNO “Taki Daskalo”, Bitola, Macedonia 1997

## skills\_

#### Soft Skills

Communication  
Critical Thinking  
Collaboration  
Problem Solving  
Attention to Detail  
Receptive to Feedback

#### Hard Skills

Design Thinking  
UX Research  
Information Architecture  
Wireframing  
Prototyping  
UI Design  
Usability testing

#### Tools

Figma  
Sketch  
Adobe XD  
Adobe Creative Suite  
InVision  
Miro  
FigJam

## **snr. designer @ intelmarketing**

Sep 2013 - Oct 2015 / Denmark

- » Design high level mockups, and prototypes for mobile apps, websites for new and existing clients.
- » Work on Brand Development and Corporate Identity for various clients.
- » Prepare marketing materials for social media and print.

**Clients:** Venstre, Conque, Heydesk, Mopajo.

## **lead designer @ bitola brewery**

May 2012 - Sep 2013

- » Work on Brand Development and Corporate Identity for various in-house products.
- » Design the labels and packaging for the entire product line of Brewery's products.
- » Design and prepare all marketing materials for print.

## **graphic designer @ kreativa**

Oct 2008 - Mar 2012

- » Branding and Corporate Identity for various clients.
- » Packaging design.
- » Prepress and Digital Print.

## **awards\_**

### **unesco – world conference on dialogue among religions and civilisations**

First Prize - Brand Design | International Competition  
Ohrid, Macedonia

### **nu cultural center bitola**

First Prize - Logo Design | National Competition  
Bitola, Macedonia

## **Development**

HTML/CSS/SCSS

JavaScript

WordPress

## **certifications\_**

### **cambridge english c1 advanced level**

Lingua, Issued 2020

### **ux & web design master course**

Udemy, issued 2023

### **object-oriented ux**

Udemy, issued 2023

### **ux requirements made simple**

Udemy, issued 2023

### **advanced styling with responsive design**

Coursera, issued 2019

### **interactivity with javascript**

Coursera, issued 2019