



Katarina Petrov

www.katarinapetrov.com

Katarina on LinkedIn

RESUME

WORK EXPERIENCE

Current

HelloFresh

Staff UX Designer

2020- 2022

Delivery Hero SE

Product Design Lead

2016 - 2020

Delivery Hero SE

Senior Product Designer

2012 - 2016

LUNA TBWA

Senior Web & Mobile UI Designer

2010 - 2007

AV studio

Senior Web & Mobile UI Designer

2007 - 2006

Potres

Senior Web Designer

2006 - 2005

Mobitel

Web Designer

2006 - 2004

RMV

Web and Graphic Designer

2004 - 2007

Freelance new media artist

2004 - 2002

Asobi

Web and Graphic Designer

2002 - 2004

member of nonprofit organization Ljudmila

Web Designer

1999 - 2001

AV studio

Web Designer

1996 - 1999

ICSI

Web Designer and CO-Founder

NOTABLE SKILLS & QUALIFICATIONS

Staff UX Designer

/ Strategic UX Leadership:

Expertise in setting and driving the UX vision and strategy across multiple product lines, ensuring alignment with overall business objectives and goals.

/ User-Centered Design Advocacy:

Advocate for user-centered design principles, fostering a culture that prioritizes user needs and feedback in the product development lifecycle.

/ Cross-functional Collaboration:

Experience in working closely with leadership, product management, engineering, and other stakeholders to ensure that UX goals align with technical feasibility and business strategy.

/ Design System Governance:

Expertise in creating, maintaining, and evolving design systems that ensure consistency, scalability, and efficiency across products.

Strategic Art Direction

/ Creative Leadership:

Proven ability to lead creative teams from concept to execution, ensuring alignment with the strategic goals and brand vision.

/Comprehensive Art Direction:

Expertise in overseeing the visual direction of digital products

/Stakeholder Communication:

Skilled in presenting design strategies and solutions to stakeholders at all levels, including executives, with a focus on aligning creative outputs with business goals.

/Mentorship & Team Development:

Dedicated to mentoring and developing junior designers, fostering an environment of continuous learning and professional growth.

Advanced Interaction & Visual Design

/High-Fidelity Prototyping

/Usability Testing & Validation

/Advanced UI Design

Graphic design

/ 6 years experience in print, logo and identity design for notable clients

/ 12 years working in advertising

Tools

/ heavy user: pen & paper, Sketch, Invision

/ occasional user: Adobe Creative Suite (Photoshop and Illustrator on daily basis), Principle

Coding

/ working understanding of HTML5, CSS, JavaScript

Personal skills

/ advanced user and curious thinker

/ fast learner, honest and hardworking

/ dedicated and supportive team player

/ will perform under pressure

/ enthusiastic, relaxed and outgoing

Languages

/ fluent in Slovene, English, Croatian

NOTABLE CLIENTS

Nissan, Unicredit Bank, Wrigley,
Mastercard, Elan, BMW Slovenija, Ljubljana
festival, Krka pharmaceuticals, Si.mobil,
Mobitel, Agip – Eni, Tilia Insurance, Laško
Brewery, Union Brewery, LifeClass, City
of Ljubljana, Epica, Ljubljanske mlekarne,
Gorenje, HSE, SNG Drama, RTV SLO,
Kolinska, Baunit, NUK, SAZU, Ziggi.

EDUCATION

2000 – 2004

Graduated as a painter

University of Ljubljana,
Arthouse – College of Visual Arts

1991 – 1994

Secondary School for Design and Photography