



# daniela stankovic

Product Designer UX/UI

## About Me

I am a Product Designer passionate about solving real problems and enhancing people's lives through design. My extensive experience in the creative field gave me a strong understanding of creative thinking, stakeholder management, time management, problem-solving and collaboration skills. I utilise my genuine interest in people's needs and my design skills to create user-centred experiences that improve people's lives and have a positive impact on society.

## Contact



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[Link to my LinkedIn profile](#)



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## Skills

### UX/UI Design

Wireframing, Prototyping, User Interface (UI), Visual Design, Illustration, UX Design, Design Thinking

### Research

Discovery, User Interviews, Surveys, Usability Testing, Persona Development, User Journeys, Competitive Analysis, Heuristic Evaluation, User Flows, Journey Mapping

### Soft

Facilitation, Cross-functional Collaboration, Stakeholder Management

## Experience

### UX Designer

2023 July to Dec

Ellen Michel Art School, Melbourne, AU

- Drove product development initiatives to significant brand elevation and strong business digital presence.
- Managed stakeholder expectations, delivered the project within the timeline, and exceeded client satisfaction.
- Redesigned website and achieved a conversion rate increase from 0.25% to 2.50% within a week.

### UX Designer

2023 Apr to Aug

Friends Forever, Melbourne, AU

- Designed a digital platform from the ground up for people age over 65 to connect with like-minded individuals, participate in various activities, and receive support during social isolation.
- Worked with number of seniors to address social issues of loneliness among older Australians in aged care.
- The senior management highly valued the insights from research and new digital solution sparked future initiatives regarding services offered at the aged care facility.

### UX Designer

2023 Jan to Feb

99 Designs, Melbourne, AU

- Achieved project objective of improving the user experience for 99designs digital platform by restructuring the flow and creating a more intuitive way of finding information on two methods of working with designers.
- Succeeded in designing a solution that helps customers choose the method that best suits their needs. The new design has created confidence in the brand, significantly increasing customer satisfaction and conversions. The channelling of customers to conversions funnel has gone from low to high.

## Education

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### Craft School of Design

Currently being mentored by  
Daniel See - Principal, National  
Creative Director at Deloitte Digital.

### UX Design Flex Immersive Course

General Assembly, Melbourne

- Learned about User Experience domain and skilled up on customer research, synthesis, design thinking, divergent and convergent thinking techniques, visualising and testing ideas for web and mobile based projects

### Product Manufacturing (Diploma)

TAFE, Sydney

### Fashion Design (Diploma)

The KvB Collage of Visual  
Communication, Sydney

### Fashion & Visual Design (BA)

University of Belgrade, Serbia

## Languages

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English

Serbian

Croatian

### Senior Product Designer, Fashion

2016 Aug to 2022 July

Caprice, Melbourne, AU

- Played a pivotal role in driving product development initiatives for leading Australian retailers.
- Demonstrated a track record of success by effectively collaborating with diverse stakeholders to ensure timely delivery of products within production constraints.
- Partnered successfully with internal and external teams, leading to exponential growth of retail accounts and product ranges. Achieved a 95% success rate in storyboard submission acceptance, with designs visible on retail shelves across all seasonal releases.

### Product Designer, Fashion

2009 Aug to 2016 March

One Twenty Clothing, Sydney, AU

- Led product development, textile design, and brand presentation with an unwavering commitment to excellence.
- Delivered outstanding results on schedule, achieving a 98% approval rate from discerning clients.
- Expanded Bendon's account by 400% and made One Twenty Clothing Company the leading sleepwear supplier for Sussan. Also contributed to the successful international launch of the Minizz kids' brand.

## Projects

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### Data Breach Response

2022- Nov

Australian Government, Conceptual project, End-to-end

- Designed an effective people-centric digital experience that was vital in creating relief for the data breach issues people were facing.
- Successfully achieved project objective by enabling users to quickly identify and apply for the documents that need replacing as well as providing a learning hub where they can learn how to recognise and act on any data breaches that may happen in the future.

### Designing eCommerce desktop website

2022 - Sep

Thompsons' Kitchenware, Conceptual project, End-to-end

- Designed an eCommerce website that merged user needs and business objectives to achieve brand adoption through the online presence, leading to the on-target revenue increase.
- Worked in a 2-week sprint, demonstrating exceptional time management, presentation and collaboration skills.