

Goran Ličanin

UX DESIGNER

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☎️ (405) 318-1207

SKILLS

UX Strategy

Visual Design

Interaction Design

Content Strategy

User Research

User Modeling

Rapid Prototyping

Leadership

Business
Management

Data Analysis

HTML, CSS, Basic JS
& jQuery

Testing Methodology
& Administration

TOOLS

Sketch

Photoshop

InVision

Marvel

Balsamiq

Illustrator

Principle

Brackets

EDUCATION

MS in Psychology
University of
Belgrade, Serbia
2012

UX DESIGNER

TrekVisual | 2008 - present

- Helped clients identify core problems, performed user research, brainstormed and presented solution concepts, provided implementation-ready design deliverables, and wrote HTML / CSS / basic JS/jQuery code. Evaluated our solution post-launch and suggested further improvements.
- Co-founded and managed a design agency with reputation for providing great customer service, and a consistent, referral-based growth (peaking at around 40 active clients).
- Managed a team of remote contractors.

UX / UI DESIGNER

LingQ | 2009 - 2015

- Played an integral part in the growth of the service from a few thousand members to almost a million.
- Conducted user research and formulated data-driven UX and content strategies for critical features, including a complete overhaul of the Android app.
- Designed all online and offline assets, including 5 websites, iOS and Android apps, blogs, a forum, gamification system, and other collaterals, including email templates, ads, and printed materials.
- Presented and iterated through sketches, wireframes, mockups and prototypes with a remote cross-functional team. Developed, maintained and coached team members in implementing UI specifications.

UX / UI DESIGNER

Contractor via Upwork.com | 2008 - 2015

- Designated a top Upwork.com contractor, maintaining a 100% "Job Success" score (based on client feedback).
- Established long-term relationships with 38 clients, including a multi-million dollar SaaS company. Efficiently managed multiple projects and deadlines.
- Responsible for visual and interaction design for 89 websites, landing pages and web apps. Other projects included branding and identity, email design, web graphics and print design.

GRADUATE TEACHING ASSISTANT

University of Belgrade, Serbia | 2005 - 2008

- Assisted professor in delivering lectures and lab work to the graduating class.
 - Provided 1-on-1 guidance, evaluation and feedback to psychology students in methods of administering, scoring and interpreting cognitive assessment tests.
 - Conducted Master's Degree research, where I managed a team of 5 psychology students, and personally conducted over 60 cognitive assessment sessions.
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