

# Dinko Batarelo UX/UI Designer

Design professional with more than a decade's experience, primarily focused on solving user problems through User-Centered Design principles.

Expertise in creating User Experience and Interface Design. Strong skills in HTML, CSS and Wordpress. Extensive experience with brand development and print design.

An avid student, a team player, experienced in leading projects to working solo and collaborating with small and big teams in the Agile environment.

## EXPERIENCE

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### UX/UI designer, Founder

Uniforma studio, Zagreb  
2010 – 2017

Working on a multitude of design projects for a wide variety of clients. This includes using user-centered design principles to create or improve user experiences and interfaces. From gathering and analyzing user data, to creating personas, scenarios to wireframes, prototypes, mockups, high-fidelity design and usability testing.

Working and collaborating with project manager, electro and robot technicians, mechanic, architect, product builder to create from scratch an innovative and modern high quality product in the dental industry, software and technical system based on a new modular design with the most efficient and simple interaction as possible.

Also working in frontend development and on many print and corporate identity projects.

### UX/UI designer & Front-End Developer

MojPosao, Zagreb  
2006 – 2009

Working like in-house designer in one of the biggest job sites and HR company in Croatia I had opportunity to collaborate with many different teams and work on a multitude of projects. This includes:

- Designed and improved user experience and user interface for multiple digital properties including web sites, applications, emails campaigns and videos
- Designed and animated many successful web advertising campaigns
- Developed clickable prototypes, HTML & CSS, JavaScript
- Presented concepts, website flows and mockups
- Various design direction for sites testing different layouts for A/B
- Brand development, print design
- Oversaw and coordinated design of marketing materials

### Communication Print Designer

Cavarpayer studio, Zagreb  
2005 – 2006

Worked on a multitude of brand corporate identity projects for a wide variety of clients. (brand and identity design, print design, illustration, packages, photography).

### Web designer & Front-End Developer

Dimedia agency, Zagreb  
2002 – 2005

Worked on a multitude of web and print corporate identity projects for a wide variety of clients (web/flash design, HTML/CSS, JavaScript, ActionScript, game design, identity design, print design, packages, Illustration, photography).

## Email

hello@dinkobatarelo.com

## Portfolio

www.uniforma.hr

## SKILLS

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### User-Centered Design process

From research phase to creating personas, scenarios to wireframes, prototypes, mockups and UI design

### HTML / CSS

### Brand development

### Print design

## TOOLS

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### Sketch

### Adobe Photoshop

### Adobe Indesign

### Adobe Illustrator

### Adobe Dreamweaver

### Adobe Flash

### Balsamiq

### Zeplin

### InVision / Proto

## LANGUAGES

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### Croatian

Native proficiency

### English

Professional working proficiency

### German

Elementary proficiency

**Web designer**

Iskon, Zagreb

2001 – 2002

Worked like in-house designer for the company which is one of the biggest Internet services providers in the field of corporate web identity and websites in Croatia. Designed and animated many web campaigns (web/flash design, HTML/CSS, animation).

**Freelance designer**

Zagreb

2000 – 2001

Worked on a multitude of brand corporate identity projects for a wide variety of clients. (web/flash design, HTML/CSS, animation).