

MASHA GUBANI

UX/UI GRAPHIC DESIGNER

CONTACTS

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Portfolio: masha-g-design.com

EXPERTISE

- UX/UI (web, apps, dashboard)
- Branding and marketing design
- Print graphic design
- Animation

ABOUT ME

I'm a highly creative graphic designer with a passion to recognize users' needs and incorporating them into quality design solutions, always on track with the latest trends, with the willingness to learn and develop my professional abilities. I'm responsible, hardworking, a team player, able to work under pressure of deadlines.

WORK EXPERIENCE

EPLANE
2017-2021

UX/UI SENIOR GRAPHIC DESIGNER

- UX/UI design for B2B online trading platform for aerospace parts:
- As a part of the product team and more specifically part of the design studio, I redesigned the ePlane dashboard, by arranging the data, filters, and table to be user-friendly, clear for the users to find relevant data, by tailoring the dashboards for the seller's or buyer's specific needs, in general, improving day-to-day work for the users
 - Designed new features to help the users in their everyday process: quote position and market price position indicator, buyers list and filters management option, aggregated emails notifications, parts watchlist, and more.
 - Communicating with a team of developers to find the best solutions to quickly implement new features.
 - Collaborate with the other designers to ensure design consistency throughout the platform
 - Redesigned ePlane's website, including developing new graphic language for the communication with the users through social media and print marketing materials
 - Developed and improved branding through the years from "New kid on the block" approach to a more corporate and modern look, developed graphic language and design system for ePlane's dashboard, including style guide, icons, visuals, and mood for the promotional materials
 - Achieved higher conversion from Basic users to Pro users (prepaid users), achieved higher engagement in social media with improving graphic language and tone in communication with followers

MUSICLAB
2011-2017

SENIOR GRAPHIC DESIGNER

- UX/UI design for internationally known software products, some of which have millions of users (Viber, iMesh, Torch Browser, TorchMusic, TorchTorrent, PeopleRoulette, MuGames, and many others). Some of the bigger projects were:
- Developed dashboard for the online torrent client with tile and list view, from wireframes till final pixel perfect design, including graphic language, style guide, and branding
 - Developed UX/UI design and branding for Torch Music online music player with video and list view options, throughout the different platforms- web, tablet, and mobile
 - UX and UI design for the mobile game MemoDots, including all pixel-perfect screens and branding

PROPOZA
2010-2011

GRAPHIC DESIGNER

Graphic design for various clients including branding, promo materials, web design etc.

FREELANCE
2009-2010

FREELANCE GRAPHIC DESIGNER

Graphic design for various clients that included company logos, branding, business cards, stationery, web design, advertising materials, packaging design, illustrations, fashion print design, etc. for a range of industries

MAGMA, CROATIA
2004-2009

SENIOR FASHION DESIGNER

Fashion designer for baby apparel collections under brand name Coconut baby. Leading design and development team and providing designs, technical files, sample development with vendors from China.

EDUCATION

Faculty of Textile Technology
Zagreb, Croatia: 1997-2004

- MA Engineer for fashion design and textile technology

SKILLS

- Adobe Illustrator and Photoshop
- Adobe Xd
- Figma
- Adobe After Effects

LANGUAGES

- **Croatian:** mother tongue
- **English:** Advanced, professional
- **Hebrew:** Basic