



# Dimitar Vuksanov

## Art Director & UX Designer

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## Education

Master of Graphic Design,  
University of Applied Arts  
Belgrade, Serbia  
2005 - 2010

## Skills

User Experience Design  
User Interface Design  
User testing  
Visual Design  
Art Direction  
Branding  
Web Design  
3D Modeling  
Motion Graphics

## Tools

Sketch  
Figma  
Balsamique  
Invision  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
WordPress  
Blender 3D

Over the last 10 years as a designer and Art Director I had the privilege of working with various clients such as McDonald's, AVON, World Health Organization and many more which taught me how to align design decisions with business goals.

Working with a team of developers gives me clear understanding of connection between technology and design, while conducting moderated user testing provides invaluable insights into relationship between design and user behavior.

This translates to design that solves business needs while bringing delightful experience for the most important, but often overlooked group - users.

## Work Experience

### Design Director, Co Founder at Probe & Query

May 2015 - Present

### User Interface Designer, Co Founder at Pukka Themes

December 2013 - May 2015

### Art Director at IDEA Plus Communications

December 2012 - March 2014

### Art Director at Block&Roll

September 2011 - October 2012 (1 year 2 months)

### Graphic Designer at Block&Roll

May 2010 - September 2011

## Role

## Work Experience Summary

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MAY 2015 - PRESENT

### **Design Director, Co Founder at Probe & Query**

At P/Q we unite technology and design to help our clients reach their business goals, combining various tasks from creative industry, product design and user experience field.

As a co-founder and design director, my responsibilities include:

#### **Key client experience:**

International Water Association, World Health Organization, Nordeus

- Aligning design decisions with client's business goals
  - Being in charge of full design process of our client's products
  - Overseeing communication between our in house production team and client
  - Information architecture, interaction design, visual design and branding
  - Envisioning and conducting user testing
  - Being in charge of hiring and managing employees
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DECEMBER 2013 - MAY 2015

### **User Interface Designer, Co Founder at Pukka Themes**

Pukka Themes mission is to create engaging WordPress themes that stand out. We've built a number of WordPress themes with these principles in mind earning us Enavato Elite Author title in less than a year.

As a design co-founder and lead UI designer my responsibilities were:

#### **Key moment:**

Becoming Envato Elite authors with over \$100k of themes sold in first year

- Working closely with CTO, planning production of new themes
  - Envisioning creative direction of new themes
  - Delivering wireframes, high fidelity mockups and other design assets
  - Helping front end developers deliver pixel perfect designs
  - Overseeing visual content of our themes
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DECEMBER 2012 - MARCH 2014

### **Art Director at IDEA Plus Communications**

During my time as Art Director in Idea Plus I had the privilege to work with two Fortune 500 companies: McDonalds and Philip Morris.

Key client experience: McDonalds, Philip Morris, Ferrero Rocher

- Collaborating with Creative Directors, Copywriters, Account Managers, Designers
  - Setting art direction for new campaigns
  - Expanding existing campaigns
  - Delivering various design assets for multiple channels
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SEPTEMBER 2011 - OCTOBER 2012

### **Art Director at Block&Roll**

Key client experience: AVON

- Setting art direction for new campaigns
  - Expanding existing campaigns
  - Delivering various design assets for multiple channels
  - Interviewing candidates
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