



Iva Holovac

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Sydney, NSW  
Australian Permanent Resident

Highly skilled **product designer** and **strategic problem solver**. Passionate about **user-centric design** and creating **intuitive user experiences** that support **end-user goals** as well as business objectives, whilst **reducing cost of production**.

## Work Experience

### Senior UX/UI Designer

*Viostream - Sydney, NSW | Dec 2015 - Aug 2017 (1 yr 9 mos)*

- » Enhanced user satisfaction by improving the usability, accessibility, and overall quality of experience when interacting with the cloud-based video management platform
- » Conducted user research interviews to achieve better understanding of the users, and gain user empathy in order to create persona profiles
- » Co-facilitated a persona development workshop of 30+ attendees
- » Created UX strategies derived from user research in order to drive the design of the product that fully supports end-user needs while also achieving the business vision
- » Translated qualitative and quantitative user research into high-fidelity mockups and prototypes
- » Mapped out product feature functionality with wireframes and userflows pre-build, which resulted in stronger understanding of requirements, and lowered back-and-forth during the sprint

### Web & Mobile UI Designer

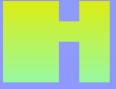
*Viostream - Sydney, NSW | Dec 2012 - Dec 2015 (3 yr 1 mo)*

- » Designed wireframes and high-fidelity mockups of live webcasts and video gallery portals for both desktop and mobile applications for 30+ clients (eg. David Jones, Sydney Opera House, Deloitte, Macquarie Group)
- » Created high-fidelity mockups with 2 other designers for the initial release of the Hoyts SVOD/VOD mobile app for iPhone and iPad
- » Redesigned the Viostream product UI and improved visual consistency across the platform by 40%

### Senior Graphic Designer

*InMoment - Toronto, ON | Feb 2011 - Sep 2012 (1 yr 8 mos)*

- » Lead designer creating digital marketing solutions for a customer experience optimisation platform including micro websites, EDMs and posters (60+ premium clients including Starbucks, McDonald's, Nokia, Volkswagen, Hallmark, Pizza Hut)
- » Managed and mentored the Junior Graphic Designer and provided guidance for designing print and digital marketing solutions for 120+ clients
- » Decreased part of client onboarding from 24hrs to 8hrs by creating a Best Practices



Checklist for the Client Services team and training them on how to implement it into their workflow

- » Led the Design Team to establish a new brand style guide and redesigned the corporate website and all the marketing collateral
- » Collaborated with multiple departments including IT, UX and Client Services on a day-to-day basis to ensure product quality and client brand consistency
- » 2x Rockstar Of The Month Nominee (Feb 2011, Oct 2011)

### **Graphic Designer**

*InMoment - Toronto, ON | Sep 2009 - Feb 2011 (1 yr 6 mos)*

- » Sole designer creating print and digital marketing solutions for a customer experience optimisation platform including micro websites, EDMs and posters for 150+ clients (6-8 per week on average)
- » Designed Dollar Tree's first Customer Satisfaction program which surpassed the viewer response target (over 16,000 responses in the first 2 weeks alone)
- » Volunteered as co-coordinator for the internal events committee, Voice, to organize and facilitate team-building events
- » Rockstar Of The Month Winner (Nov 2009)
- » 3x Rockstar Of The Month Nominee (Sep 2009, Mar 2010, Jun 2010)

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### **Education**

#### **Honours Bachelor of Design Degree**

*York University (Toronto, Canada) | 2003 – 2007 (4 yr)*

- » Obtained the Professional Certificate in Digital Design

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### **Skills**

User Research, Persona Development, Wireframing, User Journey Mapping, Prototyping, Sketch, Adobe CC, InVision, Marvel, Trello

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### **Hobbies & Interests**



Cook



Run



Music



Travel



Sail



Art



Read



Puzzles