

Biljana Todoroska

UX/UI Designer

+1 201 621 2916

biljana@todoroska.com

www.todoroska.com

New York City, New York

SUMMARY

UX/UI Design specialist passionate about solving problems, creating user-centric and intuitive design solutions to help users effortlessly navigate digital products, and supporting clients to optimize their digital presence and drive conversions.

Skilled with standard UX design tools Figma and Adobe XD. Proficient in wireframing and prototyping, with a strong eye for visual design. Great understanding of UX best practices, accessibility, typography, intuitive layouts, navigation principles and information architecture. Evolved understanding of the human-computer interactions. Excellent command of English, written and spoken, with impeccable business correspondence skills. Proven ability to work collaboratively in cross-functional teams and effectively communicate and deliver design solutions to designers, developers, product managers, and stakeholders.

EXPERIENCE

UX/UI Designer

Freelance

09/2020 - Present

- Collaborate with tech start-ups to design user-friendly interfaces for mobile apps and websites.
- Conduct user research to gather insights and understand user behavior.
- Create wireframes, prototypes, and visual designs that effectively communicate design solutions.

Operations Manager

Le Méridien Hotels & Resorts – New York, NY

12/2019 - 04/2020

- Evaluated departmental budgets, reports on personnel performance and expense tracking.
- Improved operation activities by applying KAIZEN methodology and drove Quality Assurance from average of 65% to 90%.
- Initiated improvements resulting in reduced completion time of admin system processes from 4hrs to 30min.

Guest Relations Manager

The InterContinental New York Barclay – New York, NY

11/2017 - 08/2019

- Increased Guest Satisfaction by 30% by implementing new efficient resolution process and customer feedback system.
- Increased Loyalty Program Memberships by 45% within the first 6 months.
- Managed multi-line phone system and effectively handled 200 tickets on a daily basis, contributing to a 60% increase in customer satisfaction.

Digital Marketing Manager

STIX Hospitality Group – New York, NY

10/2013 - 10/2017

- Exceeded customer acquisition by 25% and increased new subscribers by 50% by launching niche-marketing campaigns.
- Created an SEO strategy that improved organic search traffic by 58% year over year.
- Oversaw the digital presence and Social Media (Facebook, Instagram) and supervised Google Ads campaigns and their performance through Google Analytics.

Web Administrator

Council of Europe – Graz, Austria

01/2013 - 07/2013

- Maintained the content management system of over 70 internal and external websites.
- Trained staff of 15 on how to use CMS platform for inter-departmental news updates.
- Created illustration designs for web content.

Head of Marketing

01/2009 - 12/2012

Hotel Drim – Stuga, Macedonia

- Increased brand awareness and recognition through successful campaigns facilitating improved market share, and driving year-over-year company profits at a rate of 40%.
- Developed and implemented marketing plans for web and print advertisement rotation, based on conversions (reservations) for hotel's promotional campaigns.
- Established and retained strategic partnerships with key associations and media houses.

Web Admin & Digital Marketing Coordinator

06/2007 - 01/2009

Greek Hospitality Travel Agency – Thessaloniki, Greece

- Grew email subscriber list from 300 to 2,000 in 8 months without expanding the monthly budget.
- Designed flyers, display banners, catalogs, and other digital assets for Social Media campaigns.
- Maintained web page content and monitored its booking performance with Google Analytics analyses.

EDUCATION

UX Design

2022

Semos UX Academy

Business Administration / Multimedia & Web Development

2007

American College of Thessaloniki - BSc

CERTIFICATES

UX Design Specialist

Adobe Illustrator Certified Professional

SKILLS

Figma	Expert	UX Research & Testing	Advanced
Adobe CC (XD, Photoshop, Illustrator, PremierPro)	Advanced	Visual Design	Advanced
Miro	Intermediate	User Behavior Psychology	Advanced
HTML	Intermediate	Prototyping	Advanced
CSS	Intermediate	Wireframing	Advanced
Bootstrap	Beginner	Information Architecture	Advanced
WordPress	Intermediate	Google Analytics	Intermediate
3D Studio Max	Beginner	Search Engine Optimization (SEO)	Intermediate

LANGUAGES

Macedonian	Native	Greek	Intermediate
English	Fluent	German	Basic
Serbian	Fluent		