

**Dusan Vlahovic**  
**user experience design specialist**

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## **Professional profile**

Senior UI/UX designer with over 16 years of experience in web development and graphic design, I prioritize finding elegant solutions to complex problems. I'm proficient at writing clean and organized code, and building responsive website designs using the latest technologies and using the core principles of Human-Computer Interaction.

With a strong background in photography and design, I have a keen eye for details, including typography, colour theory and layouts. I have experience with large government sites and systems which I helped develop with accessibility at the forefront of the projects. My professional communication skills include fluency in English and Spanish.

## **Professional experience**

### **User Experience Design Specialist**

*September 2017 - Present*

Ontario Health, Toronto, Canada

I am responsible for gathering content from stakeholders in the healthcare industry, uploading data and maintaining digital properties in English and French, ensuring information is up-to-date. I added and improved site accessibility through proper use of code, good practices and following guidelines provided by the Accessibility for Ontarians with Disabilities Act (AODA).

In this role, I gained valuable experience with CMS technologies like DNN and methodologies like scrum and agile using Jira and Confluence. I also assist with other websites — including the development of a microsite explaining how the health system works in Ontario, the development of an intranet system, the development and design of a new complaint form for Patient Ombudsman, analytics reports, conducting research and creating interfaces for end users applying UX/UI, accessibility principles and human-centered design along with user interviews, charts, information architecture, sitemaps and webflow — and building relationships with digital teams and stakeholders.

During the last year my role has involved working on a design system using Figma and Adobe XD, creating mockups and wireframes while collaborating with colleagues and stakeholders.

I also manage the Ontario Patient Ombudsman website and digital properties, creating new content, products and graphic pieces using user-centered design principles and practices.

### **Web designer**

*April - June 2017*

Iovate Health Sciences International Inc., Oakville, Canada

I did web development, design and management for the multilingual multisite of a Canadian nutritional company with six national brands and international distribution. Using Wordpress I developed content, including online profiles of athlete brand ambassadors, did infographic and banner design for the website, as well as image editing for muscletech.com and sixstarpro.ca.

**Webmaster**

*January 2014 - February 2017*

National Commission for Scientific and Technological Research CONICYT, Santiago, Chile

CONICYT is a Chilean government agency responsible for coordinating, promoting and aiding scientific research in the country. Working for this branch of the ministry of education, I managed a WordPress multisite with more than 25,000 daily visits. I did web design and development as well as content and user management. I edited Wordpress plugins and made the site more dynamic through the use of widgets.

I was responsible for the complete redesign of the Becas Chile site (the main site for post-secondary students nationwide to access and apply for roughly 1,500 scholarships). I used Google Analytics to monitor traffic and ensure instructions for how to apply and news of new scholarships was reaching our target demographic. I also designed email marketing campaigns, e-newsletters and bulk mailings.

**Graphic and web designer**

*February 2012 - December 2013*

Pontifical Catholic University of Valparaíso, Valparaíso, Chile

Employed at a satellite campus for one of the most prestigious universities in Chile, I worked on the design and development of accessible e-learning platforms (SCORM, aTutor) to support students with disabilities. I designed book covers and produced a textbook, working with a team of four or five to create new course material for a Christian anthropology class. I also produced pamphlets and flyers for the teacher department as well as multimedia presentations.

This role taught me how to implement digital assets for education, taking into account the needs of both students and teachers, as well as how to efficiently navigate the bureaucracy present inside any academic institution.

**Web content manager**

*August 2011 - January 2014*

Tell Magazine, Viña del mar, Chile

For three years, I updated Tell Magazine's website monthly with the editions from six different regions. I created scripts to automate certain aspects of the process, and was responsible for photo and banner editing, as well as bulk content uploads.

**Graphic and web designer**

*December 2010 - December 2011*

Business Entrepreneurship Pymefácil Ltda., Santiago, Chile

Working at a boutique creative agency, I did web and graphic for an array of clients. I developed Wordpress themes, did plugin editing and built e-comm sites. I also did corporate branding, creating everything from logos to business cards and letterhead.

**Graphic designer**

*September 2007 - December 2009*

Pontifical Catholic University of Valparaíso, Valparaíso, Chile

Working in an innovative department using cutting-edge technology, I helped develop virtual

classrooms that contained all the course material, including media-rich versions of teaching material. In addition to my work enhancing e-learning for students, I also designed flyers, presentations and textbook covers.

## **Freelancer**

*2007 - Present*

I offer full creative services, from logo and web design to content management, as well as the translation of documents from English to Spanish. With a specialization in front-end development, I build websites that prioritize user experience and accessibility and translate beautifully across devices.

For small business and startups, I create communication and marketing material (business cards, flyers, media-rich presentations, video tutorials and publications) as well as email campaigns and e-commerce enabled sites.

## **Education**

Bachelor of Graphic Design

*2003 - 2007*

Duoc UC, Viña del Mar, Chile

## **Professional Development**

**An Introduction to Accessibility and Inclusive Design**

*2023*

University of Illinois at Urbana-Champaign

**Customer Experience Leadership and Implementation**

*2023*

Acceleration Strategy

**AODA Certification**

*2019*

Accessibility for Ontarians with Disabilities Act

## **Technology skills**

- Windows • Mac OS X • Microsoft Office •
- Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, XD and Captivate • Google Analytics • Figma • Sketch • Azure DevOps • HTML • CSS • PHP • JavaScript • Axure • Wordpress • Drupal • MailChimp • DNN • Bootstrap • FTP • Jira • Confluence