

# Dusan Vlahovic

## front end designer

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## Professional Profile

Senior Front End Designer with over 16 years of experience delivering user-centred digital design solutions for complex, multi-stakeholder environments. Specialized in UX/UI design, accessibility compliance, and design system development with proven expertise in public sector digital transformation. Proficient in human-centred design methodologies, agile delivery practices, and WCAG accessibility standards. Strong background in creating scalable design systems, conducting user research, and collaborating with cross-functional teams to modernize digital services.

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## Professional Experience

### User Experience Design Specialist

Ontario Health, Toronto, Canada | September 2017 - Present

Lead user-centred design initiatives for Ontario's healthcare digital properties, delivering accessible, evidence-based design solutions for diverse stakeholders and end users.

#### Design System Development & UX/UI Execution

- Develop and maintain scalable design systems using Figma and Adobe XD, creating reusable component libraries and pattern standards
- Produce high-quality design artifacts including wireframes, mockups, prototypes, and build-ready specifications for development teams
- Design intuitive interfaces applying human-centred design principles and accessibility standards (AODA/WCAG)

#### User Research & Service Design

- Conduct user research activities including stakeholder interviews, user testing, and contextual inquiries
- Create user journey maps, personas, task flows, and service blueprints to inform design decisions
- Translate research insights into actionable design recommendations and interface improvements

#### Accessibility & Compliance

- Ensure compliance with Accessibility for Ontarians with Disabilities Act (AODA) and WCAG standards
- Conduct accessibility assessments and implement improvements across digital properties
- Evaluate and enhance accessibility performance through proper code implementation and best practices

#### Agile Delivery & Collaboration

- Participate in agile ceremonies including sprint planning, backlog review, demos, and retrospectives using Jira and Confluence

- Collaborate with multi-disciplinary digital teams, developers, and stakeholders to refine requirements
- Deliver iterative design improvements aligned with program goals and user needs

## Key Projects & Achievements

- Developed microsite explaining Ontario's health system using user-centred design principles
- Designed and implemented new complaint form for Patient Ombudsman with enhanced accessibility
- Managed digital properties for Ontario Patient Ombudsman, creating content and products using evidence-based design
- Produced analytics reports and usability testing documentation to support data-driven decisions
- Built strong relationships with digital teams and stakeholders across healthcare sector

## Web Designer

**Iovate Health Sciences International Inc., Oakville, Canada** | April - June 2017

Delivered web design and development for multilingual, multi-brand nutritional company with international distribution. Designed infographics, banners, and athlete ambassador profiles. Performed image editing and content development for [muscletech.com](http://muscletech.com) and [sixstarpro.ca](http://sixstarpro.ca).

## Webmaster

**National Commission for Scientific and Technological Research (CONICYT), Santiago, Chile** | January 2014 - February 2017

Managed WordPress multisite for Chilean government agency with 25,000+ daily visits, responsible for public sector digital service delivery.

## Digital Transformation & Service Design

- Led complete redesign of Becas Chile scholarship platform serving nationwide post-secondary students
- Designed accessible digital services for 1,500+ scholarship applications
- Implemented user-centred design solutions for complex government service workflows

## Analytics & Evidence-Based Design

- Utilized Google Analytics to monitor traffic patterns and optimize user journeys
- Ensured critical information reached target demographics through data-driven content strategy
- Designed email marketing campaigns and e-newsletters for stakeholder engagement

## Graphic and Web Designer

**Pontifical Catholic University of Valparaíso, Valparaíso, Chile** | February 2012 - December 2013

Designed and developed accessible e-learning platforms (SCORM, aTutor) supporting students with disabilities. Implemented digital accessibility standards and created inclusive educational materials. Collaborated with cross-functional teams to produce course materials, textbooks, and multimedia presentations. Navigated institutional stakeholder requirements and bureaucratic processes.

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## Core Competencies

**Design & Prototyping:** Figma • Adobe XD • Sketch • Axure • High/Low-Fidelity Wireframing • Interactive

Prototypes • Design Systems • Pattern Libraries

**Accessibility & Standards:** WCAG Compliance • AODA • Usability Testing • Accessibility Assessments • Government Digital Standards

**Research & Strategy:** User Research • User Journey Mapping • Personas • Task Flows • Service Blueprints • Contextual Inquiry • Usability Data Analysis

**Development:** HTML • CSS • JavaScript • PHP • Bootstrap • Responsive Design • Front-End Implementation

**Agile & Collaboration:** Scrum • Agile Methodologies • Jira • Confluence • Azure DevOps • Sprint Planning • Cross-Functional Team Collaboration

**Tools & Platforms:** WordPress • Drupal • DNN • Google Analytics • MailChimp • FTP • Microsoft Office

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## Education

**Bachelor of Graphic Design**

Duoc UC, Viña del Mar, Chile | 2003 - 2007

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## Licenses & Certifications

**Introduction to UX Research**

Udemy | Issued August 2025

Credential ID: UC-e27b5331-10c1-451e-8f7c-793199c54d69

**An Introduction to Accessibility and Inclusive Design**

Coursera | Issued July 2023

Credential ID: LP2NXYMEUMNW

**Ontario Health - CX Leadership and Implementation Program**

Acceleration Strategy Inc. | Issued May 2023

Credential ID: 6a89fef5-0b95-400c-a8fa-6deb5bc02243

**Accessibility for Ontarians with Disabilities Act (AODA) Training**

OSG | Issued August 2019

Credential ID: 0FDCC5FA6CFA6D3DBDB7-66320031