MAŠA MLAKAR

PRODUCT DESIGNER

masamlakar.com | mlakar.masa@gmail.com

I create unique visual identities, build intuitive and delightful user experiences, and lead projects to meet business initiatives.

EXPERIENCE

SENIOR DESIGN CONSULTANT
Self-Employed (May 2023 – Present)

Working as a senior design consultant, I collaborate with clients to understand their design needs and provide innovative solutions. I conduct user research, create wireframes, prototypes, and design intuitive and visually appealing user interfaces and websites.

FOUNDING DESIGNER
Plato, San Francisco (Jul 2022 – May 2023)

As a founding designer at Plato, I played a crucial role in creating our low-code platform for building live internal tools. My responsibilities included working on design components, creating high-fidelity prototypes for low code automation, conducting user interviews, building a design system, creating a brand identity, designing and building the website, and collaborating with engineers to refine our product.

FREELANCE DESIGNER/DEVELOPER
Self-Employed (Sep 2021 – Jul 2022)

During this time, I worked as a freelance creative director, designer, and developer for various clients. I worked on a range of projects, including publishing, branding, web design, and web development.

FOUNDING DESIGNER
Render (Dec 2018 – Sep 2021)

TC Disrupt Startup Battlefield Winner, 2019

As the founding designer, I was responsible for design and the user experience across brand, web, and product. I led branding workshops, user interviews, conducted research, hired design contractors, helped scope work, and contributed to PRs where needed. On a day-to-day basis, I designed and prototyped new interactions, flows, and components to clearly communicate the work to our development team.

CONTRACT PRODUCT DESIGNER
Wedy App, San Francisco (Sep 2018 – Jan 2019)

As Wedy's first Product Designer, I created wireframes, flows, prototypes, and designs for the B2C wedding planning experience as well as the B2B retailer project management experience for the in-browser application on desktop and their iOS app.

IX & PRODUCT DESIGNER
Traackr (Apr 2016 – Dec 2018)

Best Influencer Discovery Tool at the Influencer Marketing Awards, 2019

During my time at Traackr, I collaborated closely with the CXO, customer success, data, and development teams to develop an advanced Influencer discovery engine, a flexible brand performance reporting system, and a complete influencer management system. Working with key customers, I created prototypes, conducted research, user interviews, and user testing. To enhance the collaboration between development and design teams, I also created a design system that included HTML & CSS-based component examples, micro-interactions, and positioning guidelines.

EDUCATION

HUMAN CENTERED DESIGN
IDEO Course, San Francisco, 2019

MSC DESIGN AND DIGITAL MEDIA
The University of Edinburgh, Scotland, 2014

BA FASHION & GRAPHIC DESIGN
The University of Ljubljana, Slovenia, 2013

SKILLS

DESIGN
Design Leadership, Design Systems, Prototyping, IX Design, Visual Design, UI Design, Icon Design, Motion Design, Corporate Identity Design, Logo Design, Branding Workshops

PRODUCT
User-Centric Design, Design Thinking, Product Strategy, Roadmaps, Product Growth, Design Sprints, User Interviews, Usability Testing

DEVELOPMENT
Font-End Development, HTML, CSS, JavaScript, React

SOFTWARE
Figma, Sketch, Photoshop, Illustrator, Indesign, After Effects, Principle, Framer, Dovetail, Survey Monkey, Typeform, Amplitude, Google Analytics, Webflow, Github, IntelliJ IDEA, Squarespace, Wordpress

RECOGNITION

DIGITAL DESIGN
- Plato launches on Product Hunt, 2023
- Render website is featured on a list of 49 beautiful websites for inspiration, 2020
- Game Jam Project voted #44/5000 for "Fun" in Ludum Dare, 2020
- Render becomes TC Disrupt Startup Battlefield Winner, 2019
- Traackr wins Best Influencer Discovery Tool at the Influencer Marketing Awards, 2019
- Best Web Design award by Edinburgh City Council during the Smart Data Hack, 2014

DESIGN
- Art Scholarship award by Slovene Ministry of Culture for achievements in Graphic Design, Textile Design & Photography, 2013
- Official photographer title winner awarded by Center of urban culture Kino Šiška, 2013
- Best Lighting Design award by the University of Ljubljana & Arcadia Lightwear, 2011
- Best Digital Print Design award by Mercator, the biggest southeastern EU retail chain, 2011

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