

# Irina Koščak



Location: **Varaždin, Croatia**

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## PROFILE

UX/UI and product designer with 10+ years of experience across interface design, branding, and web - and an economics background that shapes how I approach every project.

Where most designers ask "does it look good?", I also ask "does it work for the business?". My MA in Management (summa cum laude, University of Zagreb) gives me a strategic lens I bring to discovery, design decisions, and stakeholder conversations alike. I have worked on complex data products in international teams, run my own studio for nearly seven years, and taught design at a professional level.

Currently seeking UX/UI Designer or Product Designer roles - on-site or hybrid in Varaždin, or remote within Croatia.

## WORK EXPERIENCE

February 2025. -  
February 2026.

### **CALZEDONIA DIGITAL D.O.O.**

#### **Digital Retoucher**

*Full time*

- Executed digital retouching for e-commerce product imagery across Calzedonia, Intimissimi, luman, and Atelier Emé (Oniverse Group).
- Ensured colour accuracy and visual consistency with brand guidelines across still life and worn-on-model photography.
- Collaborated with the Shooting Department to continuously refine product presentation standards.
- Working at pixel-level precision and scale deepened my eye for visual consistency - a quality I bring directly in UI design work.

May 2019. -  
February 2026.

### **SOFISTICO STUDIO**

#### **Founder & Lead Designer**

*Self-employed*

- Built and ran an independent branding and web design practice, leading projects from discovery and strategy through to launch.
- Delivered 20+ branding and website projects over 7 years for clients across photography, wellness & therapy, fashion, and family/baby retail - helping each build a professional online presence that converted visitors into customers.
- Specialised in WordPress development with HTML/CSS customisation; produced comprehensive brand manuals and Canva toolkits for client self-sufficiency.
- Managed all aspects of running a studio: client relationships, project scoping, delivery, and ongoing support.

November 2019. -  
March 2021.

### **CONVOWORKS**

#### **UX/UI Designer** (Sole Designer) · *via Sofistico Studio*

*Contract*

- Owned end-to-end UX/UI design for Convoworks, a no-code SaaS workflow builder for WordPress enabling visual automation, API creation, and voice integrations.
- Translated complex product requirements into intuitive interaction patterns and high-fidelity UI designs.
- Produced wireframes, mockups, UI specifications, and design documentation for the development team.
- Collaborated closely with developers to ensure accurate implementation and ongoing UX improvement.

- Contributed to the marketing website and pitch materials, aligning product messaging with visual presentation.

February 2018. -  
January 2020.

*Full time*

**APPENTURE D.O.O.**

**UX/UI Designer** (Sole Designer) – TrafficGuard

- Served as the sole UX/UI designer on TrafficGuard, an award-winning SaaS platform for digital ad fraud detection, working in a distributed team across Europe and Australia.
- Designed complex dashboards and data-heavy interfaces, translating large volumes of information into clear, actionable user experiences for enterprise clients.
- Collaborated with product managers and developers across time zones; all communication in English.
- Created wireframes, user flows, and high-fidelity UI designs; contributed to and evolved the product's design system.

November 2018. -  
March 2020.

*Contract*

**POU ALGEBRA**

**Graphic Design Lecturer**

- Taught three programme modules (Introduction to Design & Publishing, Adobe Photoshop CC, Adobe Acrobat) across 166 hours of instruction.
- Achieved an average student evaluation rating of 5.47 out of 6.
- Adapted teaching approach to different skill levels; focused on helping students understand the "why" behind design decisions, not just execution.

December 2015. -  
February 2018.

*Full time*

**FACULTY OF ORGANIZATION AND INFORMATICS**

**Expert Associate**

- Developed visual identities, logos, and websites for faculty initiatives and research centres.
- Managed faculty social media presence and online marketing budgets.
- Organised key events including Science Week, Open Days, and the Ready, Steady, Code! Hackathon.
- Established Ready, Steady, Code! as the first Croatian hackathon admitted to the Major League Hacking network.
- Contributed to the modernisation of the faculty's visual identity; designed the FOI hoodie, which remains a best-seller among students.

**EDUCATION**

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2014 – 2015

UNIVERSITY OF ZAGREB,  
FACULTY OF ECONOMICS AND BUSINESS  
**Master's Degree in Economics (Management)**  
*summa cum laude*

2010 – 2014

UNIVERSITY OF ZAGREB,  
FACULTY OF ECONOMICS AND BUSINESS  
**Bachelor's Degree in Economics**

**LANGUAGES**

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**Croatian**

Native

**English**

Professional working proficiency

**SKILLS**

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**UX/UI Design · Wireframing · Prototyping  
Interaction Design · Design Systems · User Research**

End-to-end product design, from discovery and user flows to high-fidelity interfaces and design documentation.

**Adobe Photoshop · Figma · Affinity Designer  
Affinity Publisher · Canva · InVision · AI tools**

Experience working with a broad range of design and prototyping tools for digital and print projects.

**WordPress · Divi Theme · HTML & CSS**

Extensive experience designing and customising WordPress websites, with additional refinement through HTML and CSS.

**macOS · MS Office · Google Docs/Sheets/Slides**

Daily work within the Apple ecosystem and strong familiarity with document and productivity tools.