

Doroteja Rokvic

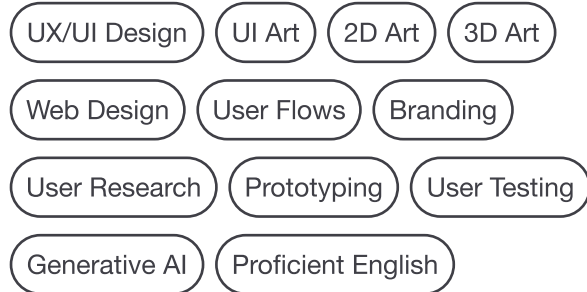
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UX/UI Designer & Illustrator

Delivering crisp user experiences, both
in your favourite game
& on the web

Skills



Software



Work Experience

Playstudios Europe • UX/UI Designer • MAR 2022 - PRESENT

Collaborated in an agile team of six in the production pipeline of POP!Slots and MGM Slots.

Achievements:

- Led design development of 10+ in game event launches, resulting in increased revenue and player retention (MGM Slots, POP!Slots)
- Contributed to implementing Generative AI into the production pipeline (MGM Slots)
- Solved complex user pain points by redesigning in game sales, increasing the sale revenue

Responsibilities:

- Develop UI and visuals in Live Operations, from marketing campaigns to game event launches in POP!Slots and MGM Slots
- Develop, organise and implement new game assets into the production pipeline
- Key contact for junior designers, from onboarding to guiding them across the production pipeline

Trinity Rank • Product Designer • JAN 2021 - MAR 2022

Led art direction and UX/UI projects with feedback from the senior designer and stakeholders

Achievements:

- Implemented new product development tools (Figma, Prototyping)
- Developed a work pipeline for implementing illustration in products
- Successfully launched 3 products which redesign increased user growth of 70%

Responsibilities:

- Art Direction of digital products (social betting, job boards, tech brands)
- Conducting User Research and User Testing for new product development and redesign
- Coordinating rebranding strategies with managers, making sure both the business strategies and user needs are being met

Yorozuya Studio • Art Team Lead & UX/UI Designer • MAR 2020 - MAR 2021

Led the art direction in a small indie team of 6 people (2 artists). The team was supported by Nordeus Booster program in 2020 and was my introduction to gaming.

Achievements:

- Implemented new product development tools (Figma, Prototyping)

Responsibilities:

- Attending the Nordeus Hub mentorship programme and delivering tasks to mentors
- Managing the art team and making sure the team meets its deadlines
- Researching, implementing and developing the art direction of the game

Pioniri Communications • Graphic Designer & Illustrator • NOV 2019 - JAN 2021

Led art direction and UX/UI projects with feedback from the senior designer and stakeholders

Achievements:

- Implemented new product development tools (Figma, Prototyping)
- Developed a work pipeline for implementing illustration in products

Responsibilities:

- Onboarding junior designers and providing them feedback on client projects
- Conducting User Research and User Testing

Leo Burnett • Graphic Designer & Illustrator • APR 2019 - NOV 2019

Contributed to a team of 10 designers, working on clients Philip Morris and Atlantic Group (Cockta and Cedevita brands)

Achievements:

- Implementing illustration in campaign media, such as festival venues (Cockta Exit stage)

Responsibilities:

- Applying branding solutions that are in line with clients' needs and strategies, in print and digital media
- Presenting design solutions to clients and shareholders

Degordian • Graphic Designer & Illustrator • NOV 2017 - APR 2019

Collaborated with a dedicated team of graphic designers and digital marketing specialists, in order to deliver creative solutions to our clients (Atlantic Group, Bosch, Sarantis)

Achievements:

- Introduced illustration as a service to our clients (Sarantis, Atlantic Group)

Responsibilities:

- Implementing new digital design trends into marketing strategies
- Developing impactful social media campaigns with marketing specialists
- Communicating new design and illustration ideas to production and digital advertising teams

Education

Faculty of Fine Arts, Belgrade • MA Degree • 2014 - 2018

Jan Matejko Academy of Arts, Krakow • Erasmus Student Exchange • Feb 2017 - Jun 2017

Faculty of Fine Arts, Belgrade • BA Degree • 2014 - 2018