

# Stjepan Štajduhar

PRODUCT DESIGNER · UX ENGINEER · PSYCHOLOGIST

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## SUMMARY

**Everything I do revolves around joy**

Joy for me, because I love solving problems with design. Joy for you, because your business goals will be fulfilled. And most importantly, joy for people using your product - because my designs will empower them by making the complex feel simple.

## EXPERIENCE

### Product Design Manager

StayNTouch (USA)  
Jul 2013 — Present

**Designed a property management system that meets the hotel staff needs so intuitively that they require no training**

- Leading design vision for our suite of products; Designed all aspects of our flagship product Rover PMS
- Aided company growth by building an interactive product prototype to attract potential customers
- Assisting the leadership team as a design advocate in defining product requirements

### UX Design Consultant

Perceptive Interactive  
(Croatia)  
Jan 2015 — Jul 2019

**Increased sales of BoardSync software by improving visual quality, information architecture and ease of use**

- Consulting companies how to create products that look great, feel intuitive, and align with underlying psychological principles
- Working closely with development teams by developing HTML & CSS templates and building interactive product prototypes

### Lead UI Designer

Oberst B.V. (Netherlands)  
Jun 2012 — Mar 2015

**Reported directly to the CEO to enhance the design quality of a coupon website available in 9 countries at the time**

- Created wireframes and prototypes to explore design solutions viable for A/B testing; Conducted A/B testing and interpreted results
- Maintained quick loading times of the website by designing directly with HTML & CSS to minimize the number of assets loaded

### Web designer & developer

Multilink (Croatia)  
Sep 2008 — Mar 2013

**Created a centralized content hub that significantly saved time to content editors by allowing one-click publishing to multiple websites**

- Designed and developed websites for clients in the hospitality, telecom and tourism sectors
- Learned SQL & C# to improve loading times of our websites and create more robust content modules

### Web designer & developer

Freelance (Croatia)  
Sep 2004 — Jan 2015

**Published a booklet "Freshmen guide" for new students at the University of Rijeka. Designed and built an accompanying website that was featured in the book "Web Design Index 9"**

- Self-thought designer and front-end developer
- Designed and built websites, apps, and software for a wide range of local and international clients
- Created posters and brochures for local events and organizations

### OTHER

#### Mentor

Startup Inkubator Rijeka  
(Croatia)  
Mar 2013 — Oct 2014

- Guided and assisted startups with User Experience Design, User Interface Design, website design and applied psychology
- Gave talks about the role of psychology in User Interface Design

### EDUCATION

#### Psychology M.A.

University of Rijeka (Croatia)  
2003 — 2010

- Studied psychology with a focus on statistical analysis, research design, and attitude formation processes
- For my thesis, I designed and conducted an online experiment to investigate advertising effectiveness in the Elaboration Likelihood Model context

### SKILLS

#### Soft skills

Adaptable  
Analytical  
Independent  
Organised  
Proactive

#### Design

Product Design  
UX & UI Design  
Wireframing  
Protoyping  
User flows

#### Development

HTML  
CSS  
JavaScript  
PHP, C#, SQL  
Git

#### Tools

Figma  
Sketch  
Adobe XD  
Photoshop  
Illustrator

#### Research

A/B testing  
Questionnaire  
construction  
Quantitative  
research  
Statistical analysis