

Aleksandar Sasha Popovic

User Experience Director

headmade.net, aleksandarp@gmail.com

Summary

User Experience Director assisting companies and individuals in crafting digital products, systems and services by directing research, design and implementation.

Toolkit

Competitive Analyses, Scenarios, Process / Task Flows, Guerilla User Testing, Sitemaps, User Journeys, Wireframes, Web and Mobile Interactive Prototypes, Interface Design, Front End Coding, QA.

Work Experience

The Economist Group, NYC, 2008 - Present

The Economist Group, Events Department

User Experience Director / Creative Director, 2009-Present

- Leading Ideas.Economist.com project-ideas submission process, iPhone/iPad apps conceptualization, design and development, conferences live webcast and remote participants interaction during live streaming concepts.
- Working closely with cross-discipline stakeholders to understand business requirements. Stakeholders include Economist.com Editorial Director, Digital Distribution Director, US Events business and Editorial Directors
- Collaborating with Project Managers to create project scopes, schedules, and road maps
- Creating competitive analyses, sitemaps, wireframes, usability testing, functional specs
- Partnering with other disciplines including editorial, project management, development, etc
- Interface design
- Managing the team of London-based developers (3) and local internal designer (1), as well as overseeing 7+ team members on a project basis. Responsible for hiring, firing, and performance reviews
- Drupal CMS management
- Brightcove video platform implementation and video distribution strategy for events, websites, iTunes, Youtube video players
- Custom html and css development
- Custom html5 Tumblr theme design and coding for Buttonwood.Economist.com event website.
- Quality assurance from interaction/visual design and front end coding point of view

Interactive Art Director

Economist Intelligence Unit, NYC, 2008-2009

- Worked with stakeholders to understand business requirements
- Collaboration with Project Managers to create project scopes, schedules, and road maps
- Created competitive analyses, sitemaps, wireframes, usability testing and Interface design
- Worked with web development team on definition, design and implementation of all online products.

CFO.com, NYC

Senior UI Designer/Developer, 2007-2008

- Proposed best practices for front-end coding using html, css and javascript
- Completed redesign and hand coding home and main landing pages. Main goal was to convert from <table> based page layout into <div> structure.
- Led team of 2 front-end developers.
- Worked closely with Senior Interaction designer, Project Managers and developers.
- Worked with back-end developers on managing custom built Cold Fusion CMS.

HUGE Inc, Brooklyn, NYC

UI developer, 2006-2007

- Worked on developing interfaces and writing valid xhtml, css, javascript and flash code for clients websites.
- Worked with technical director and developers on identifying best front-end coding practices, javascript toolkits and creating internal repository of reusable code snippets.
- Closely worked with art directors and interaction designers during initial phases making sure proposed interaction elements could be implemented.
- Managed page templates on custom built php CMS.
- Coding and content management of Hugeinc.com. During that time worked closely with Executive Creative and Interaction Directors/Partners.
- Clients: Ikea, Smith Group, Phillips de Pury, Scholastic Store.

Eunet.rs, Belgrade, Serbia

Senior Graphic and Web Designer, 2004-2006

- Responsible for leading and managing design team of two designers
- Reported to Creative Director and business stakeholders.
- Responsible for all phases of projects, including concepts, design, coding, color separation, film output, and on-site press proofs.

Scnet, Belgrade, Serbia

Graphic and Web Designer, 2002-2004

- Responsible for design and branding of SCnet. Designed, developed and maintained company's and clients web sites.
- Managed various clients ranging from property, financial, law, interior design and investment institutions.

Platforms: Mac and Windows.

Software:

- Wireframes and flow charts:
 - Axure, Omnigraffle, Visio
- Visual design:
 - Photoshop, Illustrator
- Prototyping for web and mobile:
 - Fireworks, Axure, AppCooker for iPad, NimbleKit, Phone Gap with jQuery touch, Touch Application Prototypes (TAP)

Coding

- HTML 5, XHTML, CSS, jQuery. Basic Objective C, PHP and MySQL, Tumblr coding.
- Creative coding, using Processing, Openframeworks, Arduino and openKinect.

Education

University of Belgrade, Serbia

- 1996-2000: Bachelor of Science, Multimedia Design and Development
- 1994-1996: Electrical Engineering

Professional training

- ITP NYU summer camp 2011
- Sahre, Victore, Wilker 2009, six days design workshop
- School of Visual Arts
 - Designing with Type: Making Type Talk, instructor: Ed Benguiat, 2009
 - Gourmet Typography, instructor: Ilene Strizver, 2008
 - Typography, conceptual thinking course, instructor: Peter J Ahlberg, 2008
 - Design Portfolio, instructor: Roswitha Rodrigues, 2007
 - Design From the Heart, instructor: Tony Palladino, 2007
- EUnet College, 2005: PHP and MySQL for designers

Interests

Printmaking, Typography, Information Visualization, Electronics, Physical Computing and sensors, World Music, Architecture and IxD mashup, Drumming & Percussions, Skiing, Swimming...

Music work:

- TheyWouldBeHappyPeople.bandcamp.com
- AbRe.bandcamp.com