

# Dejan Zafirovski

UX/UI Design Lead • Mentor • 10+ Years in Branding, Mobile, Web, Fintech, Health and Travel

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## Portfolio

[www.dejanzafirovski.com](http://www.dejanzafirovski.com)

## SKILLS

Figma

Axure RP

Photoshop

Illustrator

Wireframing

User research

Prototyping

User persona

Design system

Branding

Mentorship

## CERTIFICATES

UX Design: Creating  
Personas

Object-Oriented UX  
(OOUX) Fundamentals

UX Foundations: Style  
Guides and Design  
Systems

Autodesk Maya 3D  
Modeler & Animator –  
AXIS 3D Academy

## ABOUT ME

UX/UI Designer with 10+ years of experience blending intuitive design, branding, and illustration across industries including fintech, travel, and healthcare. Passionate about mentoring and shaping future designers through hands-on education and leadership.



## WORK EXPERIENCE

2023–present

part-time

### UX/UI Lecturer

Creative Hub, Skopje, Macedonia

I mentor and guide 30+ motivated students in UX/UI design. They're eager to learn, and our sessions are full of great energy and growth.

It's rewarding to share what I know, and even more exciting to think some of them might be my colleagues one day.

2022–2025

full-time

### UX/UI Design lead

Gulli Magnets, Skopje, Macedonia

At Gulli Magnets, I shaped the full visual identity—from the look of the magnets to the feel of the brand. I combined illustration, branding, and product design to turn classic fridge magnets into smart, NFC-powered souvenirs that bring travel memories to life with a tap.

Led the design direction, illustrated location-based magnets, and made sure every visual touchpoint told a story. Big focus on making things feel fun, fresh, and meaningful for modern travelers.

2022 – 2025

full-time

### UX/UI Design lead

Echo LTD, Skopje, Macedonia

At Echo, I lead and support a team of designers while staying hands-on with the full UX/UI process—from research and wireframes to polished interfaces. I focus mostly on mobile-first design, making sure everything feels intuitive, clean, and purposeful.

Some of the apps I've worked on include Gulli Magnets, WeFilmin, Smoodo, Iris, Verve, Clue, Feather Menu, and more.

2021 – 2022

full-time

### UX/UI Design lead

Creative Hub, Skopje, Macedonia

At Creative Hub, I helped shape a fresh vision for the company—one that went beyond education and looked toward launching new ventures globally.

I led the design of their main websites and also worked on side projects like a yacht platform for renting, booking, and buying.

2021 – 2023

contract

### UX/UI Designer

Sellsio CRM, London, UK

At Sellsio, my focus was all about improving the experience—for both medical staff and their patients. I redesigned the platform to feel smoother, clearer, and more intuitive.

One of the biggest wins? Dentists loved it from day one. That early feedback was a strong signal I was on the right track during my time there.

2020 – 2024

contract

### Co-founder & UX/UI Designer

Task 'n Go, Skopje, Macedonia

Part of the core team that shaped the idea and turned it into a real product. I worked closely with the team to define features based on market needs and user pain points.

From early research and concepting to prototyping and designing both the app and web experience, so my role covered the full UX/UI flow.

2019 – 2021

contract

### UX/UI Designer

Vorhol LTD Skopje, Macedonia

At Vorhol, I juggled multiple projects at once, crafting user experiences and visual designs for a range of clients across different industries.

Some of the projects I worked on: Discovery by Coke, mOtpremnica, Moj-BI.hr, Platime.hr, Task 'N Go, Ladna.mk, Skopsko, and Kopce.mk.

2019 – 2021

full-time

### UX/UI Designer

CustomBoards d.o.o, Ljubljana, Slovenia

Worked on SportKey, an app built for football clubs and their fans. I designed the full user experience and visual identity, making sure the app felt both intuitive and exciting for sports lovers.

On top of that, I illustrated over 100 custom player stickers for clubs like Olimpija, Hajduk, and Manchester City—bringing a fun, collectible vibe to the product.

2018 – 2020

contract

### Graphic Designer

Orion lightning, Vienna, Austria

2016 – 2019

full-time

### Graphic Designer

Apriori Communications Skopje, Macedonia

2016 – 2018

contract

### Graphic Designer

Vizba Valandovo Winery, Valandovo, Macedonia

2015 – 2018

contract

### Graphic Designer

Fashion Weekend, Skopje, Macedonia

2015 – 2016

full-time

### Graphic Designer & Prepress operator

Felix Flexo, Skopje, Macedonia

2014 – 2015

contract

### Journalist, Editor-In-Chief

BITNO.mk

2007 – 2014

full-time

### Journalist, Editor-In-Chief

Enter IT magazine