# Kerim Hadzic

## CONTACT

**www.kerimhadzic.com**

khadzic@gmail.com

## EDUCATION

**Grand View University**

Management Information Systems

2007

## CERTIFICATIONS

**Nielsen Norman Group**

UX Certified (License 1017355)

**Interaction Design Foundation**

UX Management: Strategy and Tactics
(Course Certificate 85741-2021-449246)

## SKILLS

**UI/UX Design**

User Research, Usability Testing, Visual Design, Interaction Design, Persona Creation, Storyboarding, White-boarding, Journey Mapping, Information Architecture, Wire-framing, Rapid Prototyping, Interface Design, User Flows

**Tools**

Sketch, Figma, Adobe XD, Axure, MIRO, InVision, Hotjar, Adobe Photoshop, Adobe Illustrator, Google Analytics

**Coding**

HTML, CSS, Javascript

## EXPERIENCE

**Amazon - Senior User Experience Designer II**

February 2022 - Present / Seattle, WA (Remote)

• Led the user experience vision, strategy and design initiatives for Account Management Central, within Amazon's International Seller Services (ISS) organization.
• Collaborated closely with business leadership, product managers, developers, researchers and other designers to deliver immersive multi billion-dollar experiences for Amazon users across the globe.
• Utilized the latest product design processes, methodologies and interaction designs to create delightful digital products and customer experiences.
• Facilitated user-centered end-to-end activities that encompassed all areas of the user experience.
• Contributed to and fostered Design Systems and Pattern Libraries within Amazon to deliver a holistic system.
• Managed, mentored, shared knowledge, and trained fellow designers while evangelizing cross functional teams across the organization.

**Growers Edge - Lead UI/UX Designer**

December 2018 - February 2022 / Johnston, Iowa

• Led the product design process on various in-house and consumer facing products in an agile startup environment.

• Spearheaded the growth of the design team, established strategies, processes and practices to guide design.

• Collaborated and interacted closely with product, engineering, marketing and leadership to align goals and create rich and intuitive products for users.

• Conducted user testing to find problematic aspects of an application and how to solve them.

• Developed end-to-end solutions through iteration, user research, ideation, and various other design tactics.

• Created design system and pattern libraries to increase productivity and ensure brand consistency across products and organization as a whole.

• Shared knowledge, mentored and trained fellow designers and developers across organization on design processes and practices.

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**Coding**
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## EXPERIENCE CONT.

**General Dynamics IT - UX Design Lead**
August 2010 - December 2018 / West Des Moines, Iowa

• Collaborated closely with product, engineering, and leadership to meet timelines and objectives.

• Conducted user research, accessibility and 508 testing, surveys, persona creation, user testing, and gathered data to establish, measure and report on product success.

• Crafted UI elements, iconography, marketing resources, documentation/training materials and various other visual designs elements.

• Developed static designs using a handful of front-end coding languages and libraries.