Taulant Haxhisefa

UI/UX Designer

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- Zurich, Switzerland

I've been designing for over 12 years, with 5 years focused on graphic design and brand identity, and the last 7 diving deep into UI/UX. My goal is always to create designs that put users first and drive real business impact. In today's fast-paced world, I use AI to help speed up my process, gather insights quickly, and make smarter decisions. It's not just a tool for me, it's part of how I stay efficient and keep up with the fast-moving design world.

Experience

Draotix - Software Development Company in Berlin
UX Designer | December 2022 - Present
- Designing from scratch the gym app for Alpha Athletics, leading to a 30% increase in user engagement across Germany and Switzerland through improved navigation and personalized user flows
- Conducted user interviews and surveys, translating insights into actionable design improvements
- Created wireframes, interactive prototypes, and user flows in Figma to ensure a seamless user experience
- Integrated AI-driven research tools to analyze user behavior, optimizing design decisions and reducing project timelines
- Collaborated closely with developers and product managers to align design solutions with business goals
- Led A/B testing and usability studies, resulting in a 20% increase in user retention
- Presented design concepts to stakeholders, incorporating feedback to refine product features

Sunrise UPC - Telecommunication Company in Zurich
UX Designer | Contracted for 7 Month period | May 2022 - November 2022
- Analyzed user interviews to identify pain points and opportunities, using insights to create personas and refine UX flows, simplifying the iPhone 14 buying process and surpassing sales double expectations
- Developed UX flows, personas, wireframes, and prototypes to improve customer journeys
- Designed marketing content and digital assets, boosting brand visibility across campaigns
- Improving the design system to maintain consistency across the platform
- Create high-fidelity prototypes for user testing and feedback, making sure they align with the final product
- Presented designs to stakeholders, explaining the thinking behind each decision to get buy-in and feedback

Brain Box - Marketing Agency in Lucerne
UI/UX & Multimedia Designer | February 2021 - August 2021
- Designing brand identities from scratch, color schemes, and typography to establish a strong brand presence
- Worked on digital and print design, ensuring consistency across all visuals, from websites to physical product
- Created mockups, and prototypes for digital platforms, ensuring a smooth user journey and clear communication
- Managed design process for multiple projects, concept to final production, ensuring quality was maintained
- Worked closely with clients to understand their vision and needs, translating those into creative and practical design solutions

DIGIPOW - Digital Marketing Agency in Prishtina
Creative Director | September 2019 - December 2020
- Led marketing and design strategies aligned with company objectives
- Mentored designers to deliver creative work
- Developed user-centered designs based on business requirements and feedback
- Pitched concepts to clients and created promotional campaigns

RROTA - Digital Communication Agency in Prishtina
UI/UX & Digital Designer | November 2018 - July 2020
- Gathered and evaluated user requirements in collaboration with teams
- Iterated designs based on user feedback and activity
- Created user flows, wireframes, prototypes, and UI mockups
- Identified and resolved UX problems
- Presented drafts to internal teams and stakeholders

PR Solutions - Media & Communications Agency in Prishtina
Graphic Designer | Jun 2013 - Jun 2015
Promoted to Lead Multimedia Designer | July 2015 - October 2018
- Meet with stakeholders to determine project scope
- Conducted research on media techniques and design ideas
- Created digital images, animations, and audio content
- Managed client proposals from design to production
- Developed concepts, graphics, and layouts for branding and product illustrations

Skills

UX Skills:
User Research, User Interviews, Surveys, Usability Testing, Information Architecture, Wireframing, Prototyping, User Flows, AI-Driven User Research & Analysis

UI Skills:
Visual Design, Design Systems, Responsive Design, Interaction Design

Tools:
Figma, Adobe XD, Protopie, Dora, Adobe Illustrator, Photoshop

Professional Skills:
Agile Methodology, Adaptability, Empathy, User-Centered Design, Product Design, Web Application Design, Mobile Design (Android & iOS)

Certification

2025 | ZTM - Product Design

2022 | Google UX Design

2015 | Innovation Center Kosovo
Certified for Web Design

2014 | Infinit Training Center
Certified for Autodesk 3D Maya

2014 | CISCO
Certified for Adobe Photoshop

Languages

Albanian - Native
English - Fluent
German - Conversational

References

Florian Ammann
Head of Human-Centered Design
Sunrise

Donjeta Sahatçiu
CEO
Rrota

Sherife Kqiku
CEO
Pr Solutions