Rosana Stamenkova Jankov

UX/UI Designer
Senior Web Designer

With over 10 years of experience in the IT industry, I specialize in crafting end-to-end digital experiences, combining UX/UI Design, Web Development and Brand Identity. I ensure users interact with intuitive interfaces while experiencing a cohesive brand presence through fully functional, well-developed websites.

Contacts

✉ rosanastamenkova@gmail.com

in linkedin.com/in/rosana-stamenkova

📞 +389 78 908 008

📍 Veles/Skopje, North Macedonia

🌐 www.rosanastamenkova.com

www.be.net/rosanastamenkova

Education

Bachelor's Degree, Information Technology

Faculty of Information and Communication Technologies
Grade: Informatics and Computer Technology
2011 - 2015

High School, Informatics and Computer Technology

SSOU "Kole Nedelkovski" - Veles
Project for Graduation, Making Program "Web Browser and Media Player" in Programming Language - The Delphi 7. I got the highest grade 5, and my first project was in the top 5 project for 2010/2011 generation.
2007 - 2011

Senior Web Designer

Mark&ting, Sep 2022 – Present

Expertise: Web Design & Development / WordPress
Selected References
- www.markandting.com

Responsibilities:
- Designing unique and modern websites that align with client branding, ensuring consistency in typography, colors, layout, and integrating content (text, images, videos) for a cohesive user experience.
- Optimized responsiveness across devices, set up intuitive navigation, and implemented basic SEO practices, including meta titles, descriptions, and headings.
- Improved site performance by optimizing images, assets, and load times for a better user experience.

Senior Web Designer

NeaVizion, Jan 2024 - Jun 2024

Expertise: Web Design & Development / WordPress / UX/UI
Selected References:
- www.mybrilliantmove.com
- www.figma.com/deck/Mla2RbxtO2ONdWwHYGNVfM

Activities:
- Converted Figma design into a responsive WordPress website using Elementor for seamless page-building.
- Ensured design consistency by accurately implementing layouts, typography, and spacing, aligned with BrilliantMove's branding elements such as their color palette, logo, and visual identity.
- Optimized site performance for faster load times and mobile responsiveness.
- Integrated interactive elements and custom functionality to enhance the user experience and engagement across the website.

Brand Manager

N47, Apr 2021 – May 2024

Expertise: Branding / Brand Identity / Style Guidelines / Marketing
Selected References:
- www.north-47.com

Responsibilities:
- Developed and implemented brand strategy, defining brand vision, value proposition, and style guidelines for long-term and short-term goals.
- Created and enforced brand guidelines to maintain consistency across all touchpoints and marketing materials.
- Planned and executed multi-channel communication strategies, including online, social media, and traditional media.
- Assisted with product development, supported new product launches, and designed promotional collateral to enhance brand visibility.
- Managed advertising budgets and oversaw cross-platform marketing campaigns, ensuring brand consistency across print, digital, and broadcast channels.

Skills

Technical Skills
- UX/UI Design
- Web & WordPress Development
- E-commerce Solutions
- Design Tools
- Page Builders
- Website Performance Optimization
- Hosting Management
- Security & Website Maintenance
- API Integration
- Responsive Design

Soft Skills
- End-to-End Digital Experience Creation
- Pixel-Perfect Design Implementation
- Problem-Solving & Technical Support
- Creativity & Precision in Development
- User Experience Optimization
- On-Page SEO Optimization
- Client Relationship Management
- Time Management & Prioritization
- Adaptability & Continuous Learning
- Collaboration & Teamwork

Languages
- Macedonian
- English
- Serbian

Tools

Design & Branding
- Figma
- Design Systems
- Branding
- Brand Identity
- Style Guidelines
- Adobe Photoshop
- Adobe Illustrator
- Adobe xD

Web Development & CMS
- WordPress
- Elementor & Elementor Pro
- Visual Composer
- Divi
- WP Bakery
- Gutenberg
- WooCommerce

Front-End Technologies
- HTML
- CSS
- MySQL Databases

SEO
- Yoast SEO

Project Management
- Atlassian: Jira, Confluence, Trello
- Miro, Notion, Slack

UX/UI Designer

Alite International, Mar 2019 – Mar 2021

Expertise: UX/UI / Web Design & Development / WordPress
Selected References:
- Nederman.com Insight | IoT industrial web application platform
- Stabenfeldt.se | Scandinavian publisher e-commerce website
- Mainone.tech Technologies | (Wafajata | Klaggerod | ESE | Tuna Invest)
- AWS User Group Montenegro | Community of AWS cloud enthusiasts
- GurYou.com | IoT wellness web and mobile application platform
- TyphoonX.cloud | Cloud-native web application platform on AWS
- Alite-International.com | Cloud-native digital innovation agency

Responsibilities:
- UX/UI solutions included wire-framing to prototyping and high-fidelity designs, focusing on user-centric interactions.
- Developed web experiences, defining visual hierarchy and managing front-end development custom implementations.
- Created a structured design system with reusable components in collaboration with the front-end team to maintain consistency and a unique visual style.
- Mentored an intern designer and worked closely with clients and cross-functional teams.

Web Designer

Imaginative Advertising, Feb 2018 – Mar 2021

Expertise: Web Design & Development / WordPress
Selected References:
- www.ia.com.mk

Responsibilities:
- Designing modern websites that align with client branding, ensuring consistency in typography, colors, and layout while integrating content.
- Optimizing responsiveness, enhancing navigation, and applying SEO best practices like meta titles, descriptions, and headings.
- Improving site speed and performance by optimizing images, compressing assets, and reducing load times.

Graphic & Web Designer / Prepress Technician

Art Print Studio, Apr 2015 – Aug 2017

Expertise: Graphic Design / Web Design & Development / Marketing
Selected References:
- www.artprint.mk

Responsibilities:
- Designed print-ready materials like brochures, business cards, flyers, and packaging, ensuring high-quality output.
- Optimized files for printing, following industry standards for color accuracy, bleed, and resolution.
- Conducted prepress checks and managed color correction, retouching, and layout adjustments.
- Collaborated with clients and print operators to ensure branding consistency and optimal print results.
- Created web graphics for marketing campaigns, maintaining an organized archive of assets.