Arslan Golić

Senior UX & Product Designer with 8+ years of experience

Hey

I help shape digital interfaces by facilitating collaboration, communication and design thinking. From research to problem definition to pixel-pushed design systems - I influence sustainable change at brands so they can grow for the years to come.

I speak **English** Fluent, **Swedish** Native, **Bosnian** Conversational

Education

Stockholm University
Bachelor's degree Enterprise Systems and Service Design

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Freshsound Freelance Senior Product Designer

Sep 2022 - Feb 2023 arslangolic.com/projects/freshsound

Freshsound is building a platform to license original music with complete sync rights, and aiming for a 2023 release. However, from a variety of tests, the team understood that their product was not easy to use. How might Freshsound shape an intuitive experience when licensing music?

My work included reviewing the customer journey, identifying friction and suggesting improvements. After a few redesigns of the identified touch points, we saw less user mistakes and confusion, observed through continues user tests and Hotjar. To work through the flows, I continuously conducted workshops with the Head of Product and the development team.

To increase consistency across the product, I also delivered a first version of a design system using Figma and Storybook together with the front-end developers. The delivery also included UX and Brand copy guidelines.

Capchap Freelance Product Designer

Feb 2022 - Aug 2022 arslangolic.com/projects/capchap

The team at Capchap is building a self-service tool for companies to manage corporate actions and share transactions in their share ledger, secured with blockchain technology. They had come a long way with the blockchain backend, next up was to create the interface. Capchap contracted me and a frontend developer to deliver the foundation with a 6 month deadline.

I planned and executed workshops to align the team on MVP. Iteratively worked through all features to deliver the first version before deadline. First beta user onboarded within 6 months.

My work included building and launching a design system with guidelines and components. Research through competitor analysis and interviews with potential customers. Artifacts were created according to Jobs To Be Done, like JTBD Canvas, Job Performers and Job Map.

Byva Co-founder & Chief Product Owner

Oct 2021 - Aug 2022 arslangolic.com/projects/byva

1 of 3 founding member of Byva, an iPad app that aids with inspecting buildings and generating legal documents for all parties, on the fly. The product was sunsetted after challenges with raising capital.

My work

- Research the need through qualitative interviews. Insights presented as Job Stories to the team.
- Ideation and validation through rapid prototyping and testing with a group of inspectors.
- Building the brand and a design system for iOS.
- Facilitating the team in working in Lean Start-up ways of working.
- Finance & Investments & Legal work

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Swedbank Senior & Lead UX Designer

Aug 2018 - Oct 2021 arslangolic.com/project/swedbank

At Swedbank, I worked in the daily banking value stream. Daily banking refers to the financial activities that individuals and businesses engage in on a regular basis. How might Swedbank offer a good daily banking experience for all 2 million customers in Sweden?

As a Lead UX Designer, my work was focused on running strategic design work within the development area, for example shaping a value stream reorganization based on user needs instead of feature ownership. I also coached and mentored 8 UX designers, providing guidance and advice.

As a Senior, and later Lead, I delivered a new app home page, including planning, researching, design and stakeholder management. Delivery of a complete redesign of the personal finance manager and collaborated with customer support to drive down calls.

Sveriges Radio (SR) UX Designer & Concept Developer

Sep 2017 - Jul 2018 arslangolic.com/project/sveriges-radio

With 10,000+ hours of content produced each year by SR, much gets buried down, never finding its way to consumers. How might SR surface relevant content to each listener in the app?

Together with Ekot journalists and producers, we introduce news snippets. Ekot news were previously recorded as one sound file. The one sound file limited us in what we could do with it.

By working with Ekot, slightly reshaping their script writing, we could cut the recordings into small snippets. These snippets enabled us to group related topics from different radio stations within SR. This led to new features were consumers could discover content through new ways, for example using a topic. These features led to increased content consumption and listening time.

- Continues discovery, exploration and testing on how search could be designed to present relevant content, depending on previous consumed content.
- Worked with producers on improving metadata, enabling content to surface at the right places for consumers.
- Initiated a collaboration with branding to increase the consistency across digital products and content assets.
- Took part in several collaborations SR did with other brands, for example design of the SR app for Volvo.

Electronic Arts (EA) Junior Designer & UX Designer

Jan 2015 - Aug 2017 arslangolic.com/project/electronic-arts

EA is a global video game company. I was headhunted for the Need for Speed R&D department due to a community I had built for people interested in cars. Need for Speed later hired me for a UX role.

My job was to help support Need for Speed to stay on-thread through the R&D platform Speedhunters and later design UI that enhances the driving and game experience.