

BLERTA OSMANI

Product | UX/UI Designer

CONTACT

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Prishtine, Kosovo

English, Albanian

PROFILE

Hi, I'm Blerta, a **UX/UI Designer** with a background in Graphic Design. Over the past 6 years, I've had the chance to design with both passion and purpose. I create experiences that are thoughtful, useful, and centered on people.

I'm naturally curious and always looking for ways to grow. I enjoy learning new tools, refining my process, and taking on new challenges. I thrive in teams that are ambitious, collaborative, and focused on building products that make a real difference.

I combine user research, data, and design principles to create solutions that are engaging, practical, and effective.

For me, good design meets people's needs in a way that feels intuitive, ethical, and genuinely valuable.

SKILLS

- Figma
- Adobe xd
- Photoshop
- Illustrator
- User Interface
- User research & User strategy
- Agile methodology (Jira, Azure, Asana)
- Problem solving & Critical thinking
- Basic HTML&CSS skills

HOBBIES

Volleyball · Cycling · Reading · Hiking · Photography

EXPERIENCE

2023 - Present | PRODUCT DESIGNER AT *Kodelabs* | *Michigan US*

At **Kodelabs,** I lead the design process from early research to delivering final solutions directly to smart buildings clients. I conduct interviews, usability tests, and feedback loops to ensure every decision is based on real user needs. I also map user flows, study personas, and structure feature architecture to fully own the design process.
-I make sure solutions are well-documented and accessible, while also designing interfaces that balance usability with visual appeal.
-Collaboration is central to my role. I work closely with product managers and developers to share goals and bring ideas to life. I also partner directly with major clients like the **Empire State Building, QuadReal,** and **Bedrock** to deliver solutions tailored to their unique needs.

2022 - 2023 | PRODUCT DESIGNER AT *Study Together* | *Germany*

At **Study Together,** I designed features to connect a global community of students and make collaboration easier. This involved mapping user flows and structuring feature architecture to simplify complex interactions. To support decision-making, I developed and ran A/B tests to compare design variations and measure their impact. After the features launched, I monitored performance and collected user feedback to guide improvements and refinements.
-Prototyping was essential in the process; I built interactive prototypes to validate usability and functionality before development. Finally, I created detailed mockups that reflected the brand identity while ensuring the experience was both engaging and user-friendly.

2021 - 2022 | UX/UI DESIGNER AT *Comitas AG* | *Switzerland*

At **Comitas AG**, I created experience prototypes and user scenarios that highlighted a strong brand experience. I used a mix of sketching, prototyping, and detailed specifications to define and communicate interaction concepts clearly.
-My process involved generating both low- and high-fidelity prototypes to show UI solutions and refine ideas before implementation. Throughout the projects, I worked closely with product management and clients to ensure the designs met business goals while providing a clear and engaging user experience.

2018 - 2021 | UX/UI & GRAPHIC DESIGNER AT *Centralsoft* | *Switzerland*

In Centralsoft, I created UI concepts using quick sketches, user flows, and detailed design documents to support interaction design. I also developed brand identities and logos, managed social media platforms, and helped with marketing through motion design, video editing, and campaign management.