



Lara Mladinic



laramladinic.com



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EDUCATION

Chalmers University of Technology

External student

2022 - 2023

Gothenburg, Sweden

Master's thesis: "Testing cultural sensitivity of a mobile app design for exchange of skills among students." supervisor: Dr Jasmina Maric, <https://www.laramladinic.com/masterthesis>

Department of Interaction Design & Technology

MSc Computer Science

2020 - 2023

Faculty of Electrical engineering, Mechanical engineering and Naval architecture

Split, Croatia

supervisor: Dr Mario Cagalj

Overall GPA: 4.339

Courses: Artificial Intelligence, Human Computer Interaction, Data Warehouse, Computing Science Models, Computer Graphics, Embedded Systems, Digital Image Processing

BSc Computer Science

2016 - 2020

Faculty of Electrical engineering, Mechanical engineering and Naval architecture

Split, Croatia

Bachelor's thesis: "LTSM Neural Networks", supervisor: Dr Damir Krstinic

Courses: Object Oriented Programming, Algorithms, Software Engineering, Data Structures

EXPERIENCE

SBS Studentbostäder in Norden AB

Student Ambassador

Mar 2024 - Present

Stockholm, Sweden

Offering friendly and approachable guidance for over 1000 students, organizing events, and ensuring their needs and concerns were addressed promptly and effectively.

Collaborating with property management teams to implement policies and procedures that promoted a supportive and secure living environment for students.

Startup - LaliCreates

Social Media Manager

Feb 2020 - Present

Split, Croatia

Guided my startup's journey with passion, achieving a remarkable 100% organic growth in market presence.

Nurtured my design business from the ground up, 80% organic growth in clientele in 3 years, building a community of 1400 followers. https://www.instagram.com/diy_lali_creates/

Achieved a remarkable 70% organic increase in sales revenue within 1 year, reflecting the authentic appeal of my designs and the power of word-of-mouth marketing

FloorFred

Social Media Intern

Apr 2023 - Jul 2023

Stockholm, Sweden

As an intern at a startup, I initiated the establishment of the company's social media advertisement, leveraging it as a strategic tool to expand the brand's reach and engagement.

Through diligent performance analysis, I consistently optimized content delivery, achieving an average of approximately 1200 views per video on platforms such as TikTok. <https://www.tiktok.com/@floorfred>

Startup - Baseboard

UI/UX Intern

Apr 2023 - Jul 2023

Stockholm, Sweden

I utilized Figma extensively for the design aspect of the platform tailored for manufacturing companies.

My role centered around enhancing user experience and interface design to streamline operations and reduce implementation time for engineering changes.. <https://www.laramladinic.com>

Designed a new web interface for a New York-based tax-filing company using the Wix platform, with a focus on enhancing user experience to encourage customer engagement and facilitate inquiries. <https://jesictax4.wordpress.com>

Developed user-centric solutions to attract sponsors for the "Creative Coding" project, leveraging UX methodologies to optimize sponsorship engagement and tailor outreach strategies for maximum impact.

Faculty of Electrical engineering, Mechanical engineering and Naval architecture

Oct 2019 - Jan 2020

Student Assistant in C++

Split, Croatia

Throughout my academic journey, I developed strong multitasking abilities, balancing studies while tutoring peers in C++, aiding approximately 30 students.

Proficient in C++ and interpersonal communication, I effectively convey complex programming concepts, contributing to peer success and understanding.

ACHIEVEMENTS & CERTIFICATES**edX Certificate**

Mar 2024

A Complete Guide to Game Design

Stockholm, Sweden

<https://courses.edx.org/certificates/d5d46e43d5444c86bab3b60bdb31f5af>**Stockholm Innovation Bootcamp**

Jan 2023

UI/UX at Legal Buddy company

Stockholm, Sweden

I was participating as a student at this bootcamp, contributing my UI/UX design skills for the *Legal Buddy* company, in a group of 10 people. We were the only group who had the **interactive prototype** that needed to be **done in 48h**.

<https://www.laramladinic.com/stockholminnovationbootcamp>**University of Split**

Jan 2022

UI/UX for Spica System company

Split, Croatia

My team and I won **3rd** place for innovating a **smartphone-based access system** within a mobile app designed for guests to access a nightclub. My contribution primarily focused on UI/UX design.

SKILLS**Technical skills**

Data Analysis, Graphic Design, Mobile/Web Design, Prototyping, Understanding, Usability Testing, Surveys, Customer's Needs, Basic knowledge of HTML, CSS, Javascript, C, C++, SQL

Soft skills

Cooperative, Content Strategy, Illustrating, User Interviews, User Journey Mapping

TOOLS

Adobe Photoshop, Blender, Canva, Figma, GitHub, MS Office (Word, Excell, PowerPoint), Wix, Wordpress

REFERENCES

Jasmina Maric / Senior lecturer at Chalmers University / jasmina@chalmers.se

Jasper Admiral / CEO of Baseboard / jjasper@jamoma.nl

Sofie Otto / CEO of FloorFred / sofie@floorfred.com

Michael Wåhlin / Team Manager at Casino Cosmopol / michael.wahlin@casinocosmopol.se