

PORTFOLIO

Ana Logar

UX/UI Designer, Product designer

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SOMETHING EXTRA

HELLO!

My name is Ana and I am a senior UX/UI designer.

Since I was little, I have been closely connected to art. I attended various art workshops, and art supply stores were my passion. After completing primary school, I continued my education at the Secondary School for Design and Photography, specializing in visual arts. At that time, architecture was my first choice for further studies. I successfully passed the entrance exams, but circumstances led me elsewhere - I ended up at the Faculty of Natural Sciences and Engineering, where I enjoyed studying graphic design.

My passion for design and interactive communications is not just a profession, but a way of life. I thrive on the communication between clients and designers, understanding the importance of being a good listener and communicator in my profession. This passion and commitment are reflected in the quality of my work.

In my free time, I turn to dance, which relaxes me and brings me great joy. Scuba diving and skydiving are also activities I am familiar with. One of my hobbies/passions is sailing. I have

been sailing since I was little, and a few years ago, I obtained my skipper's license and took the helm myself.

I successfully graduated in June 2010 and obtained a master's degree in graphic and interactive communications in October 2013. After my studies, I worked as an assistant at the Faculty of Natural Sciences and Engineering in Ljubljana, and then I worked at Pristop, Signapps, Agency 101, Formitas BBDO, CREATIVE37, and SciNote - Electronic Lab Notebook.

Three years ago, in my spare time, I co-founded kamzavikend.si with two friends, the most extensive collection of ideas for outdoor activities in Slovenia. The portal is currently in its initial phase, and we have plans to continuously enhance it with new content and features to improve the user experience further.

My portfolio includes 3 case studies of the projects I am most proud of.

Enjoy watching :)



Ana Logar

UX/UI Designer, Product designer

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 [AnaLogar](#)

CASE STUDY

SCINOTE – ELECTRONIC LAB NOTEBOOK

SciNote, 2023 - 2024

PROCESS

TEAM

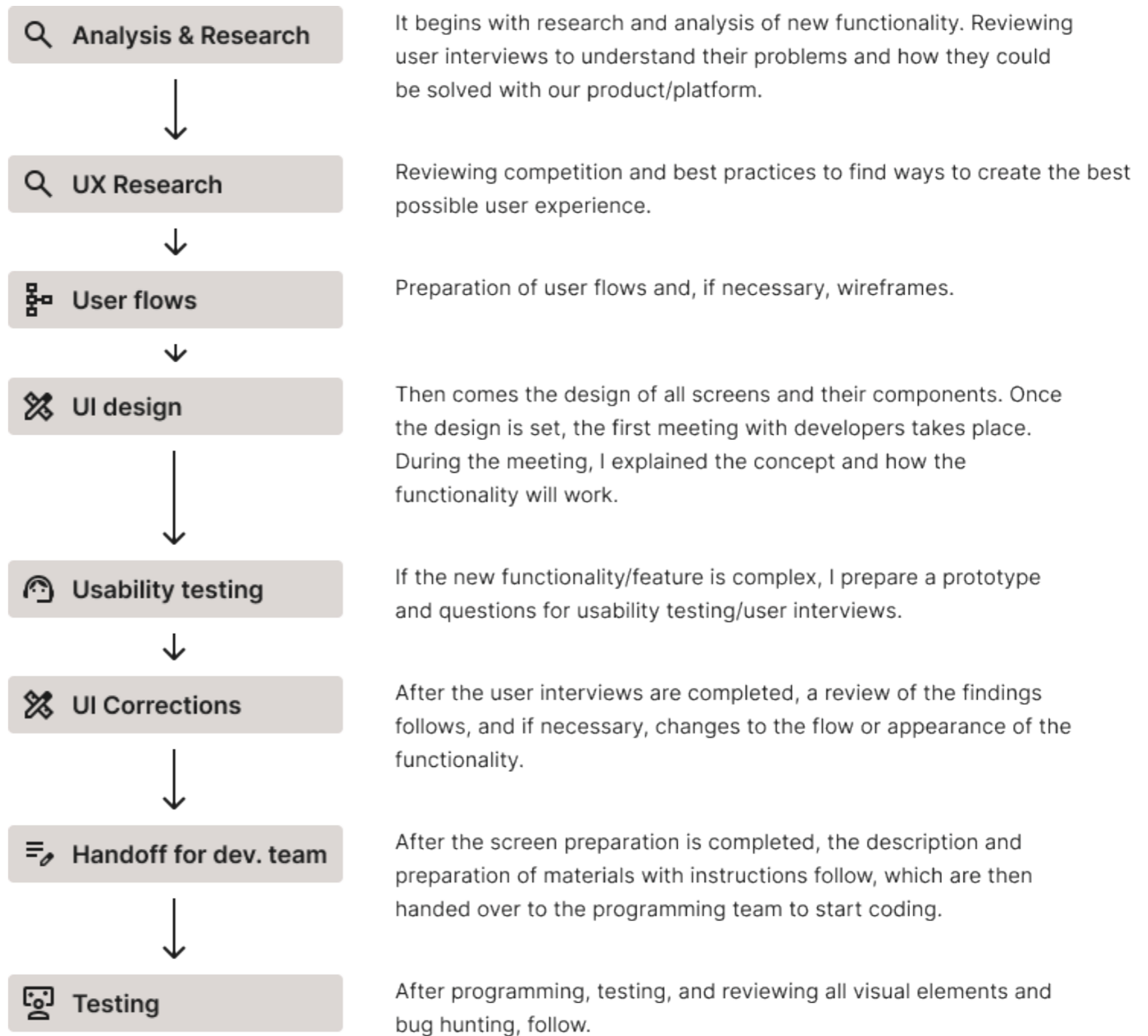
During the work process, I collaborated with the project Manager, VP, developer, Quality Assurance, and Customer Success.

MY ROLE

At SciNote, I was entrusted with the crucial task of overseeing the platform's visual redesign. I also played a key role in planning and designing new functionalities, demonstrating my strategic thinking and design skills.

For new functionalities, I also prepared prototypes for interviews with existing users. This allowed us to gather valuable feedback that helped improve the user experience and appearance of the platform.

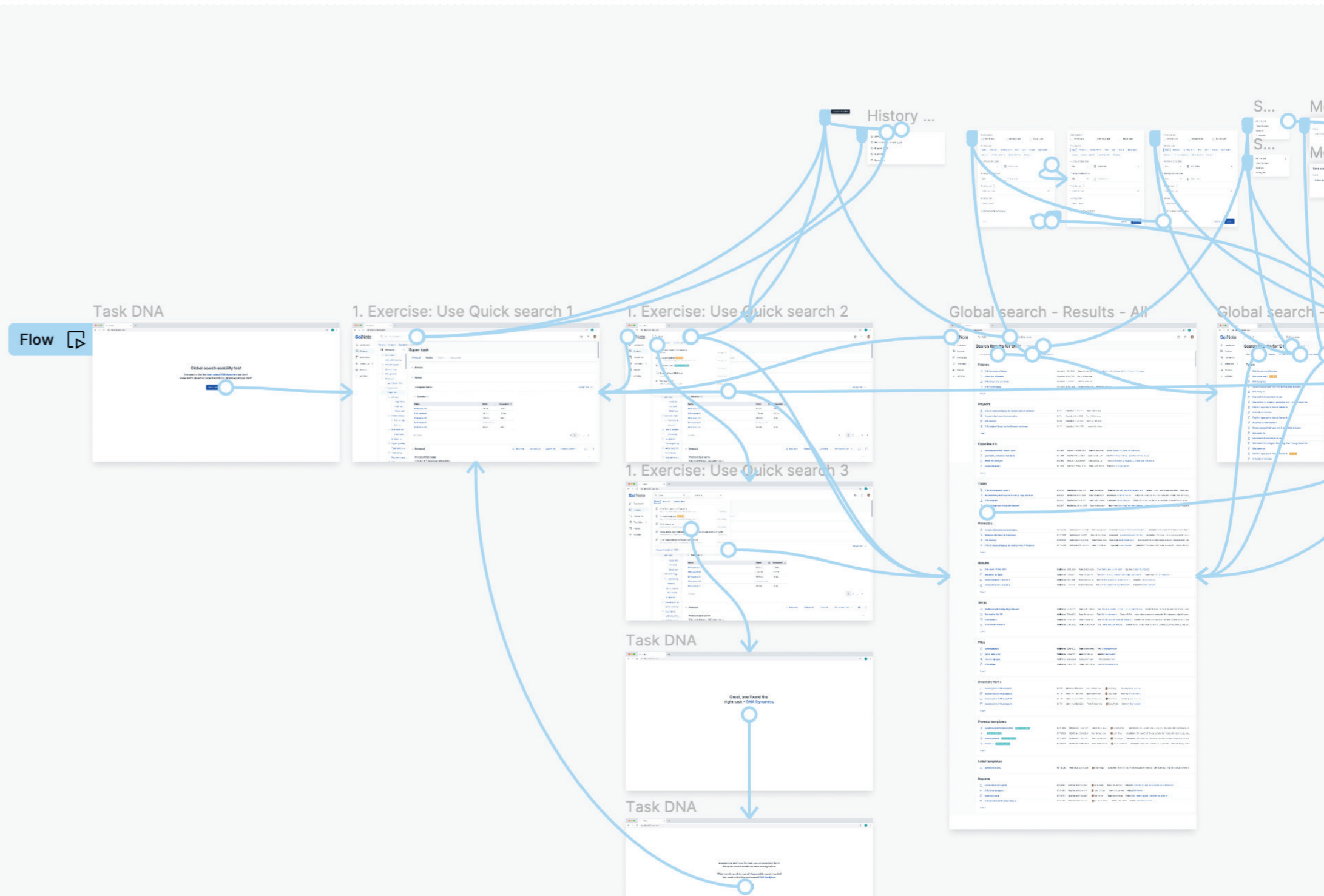
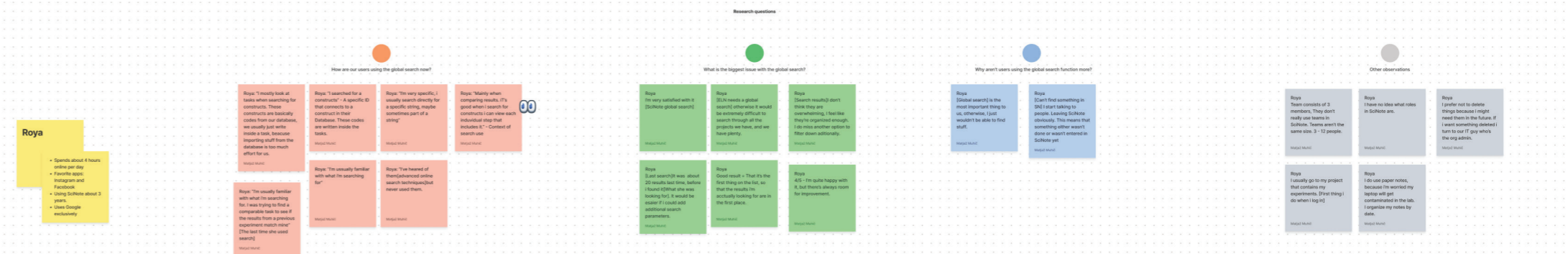
Due to the platform's redesign, my task was to prepare a design system and instructions /guidelines for future use.



USER FEEDBACK

Questions may arise when planning and designing certain new features, affecting the entire flow and functionality. In such cases, we prepared various questionnaires or even user interviews with prototypes. This way, we obtained answers and confirmations for the new features and functionalities.

Users were happy to participate because they knew we could improve their user experience with each piece of information.



USER INTERFACE

GLOBAL SEARCH

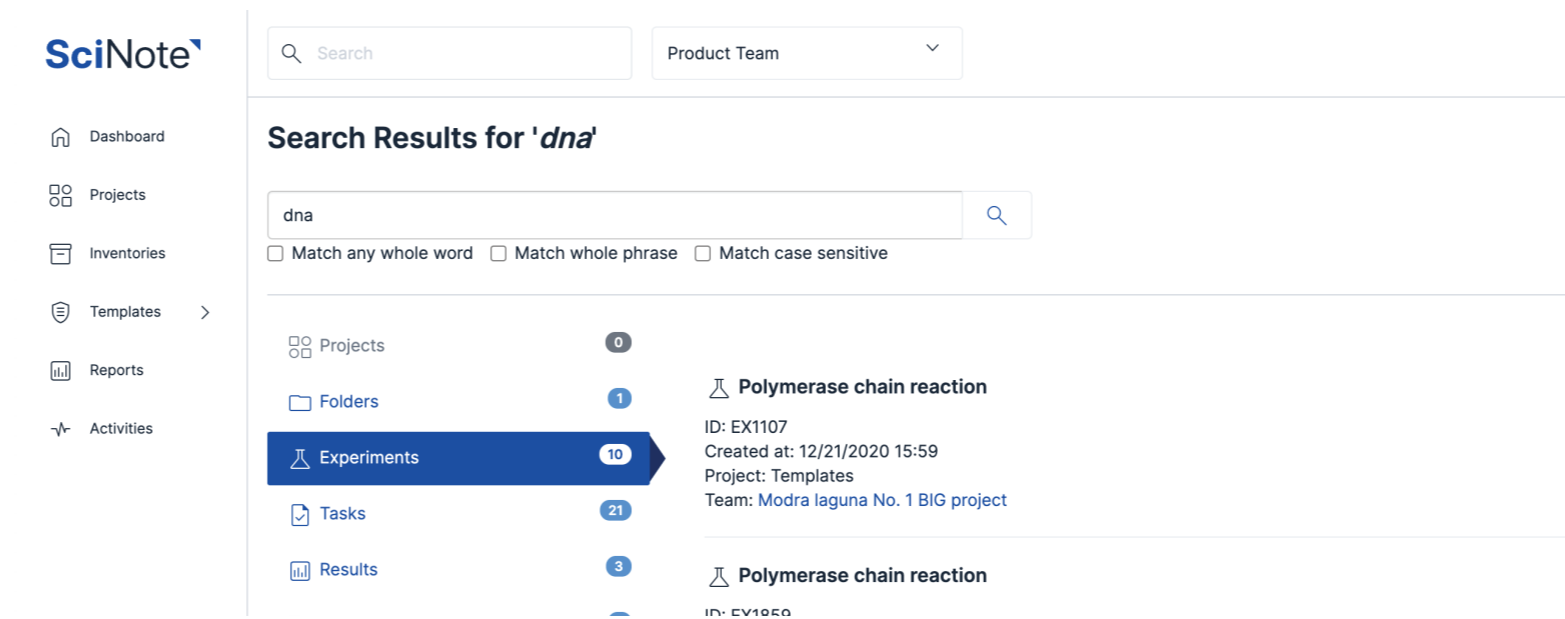
It was necessary to redesign and add new functionalities to the global search.

Based on user requirements and findings on how to improve the user experience of the global search, we added new functionalities, such as:

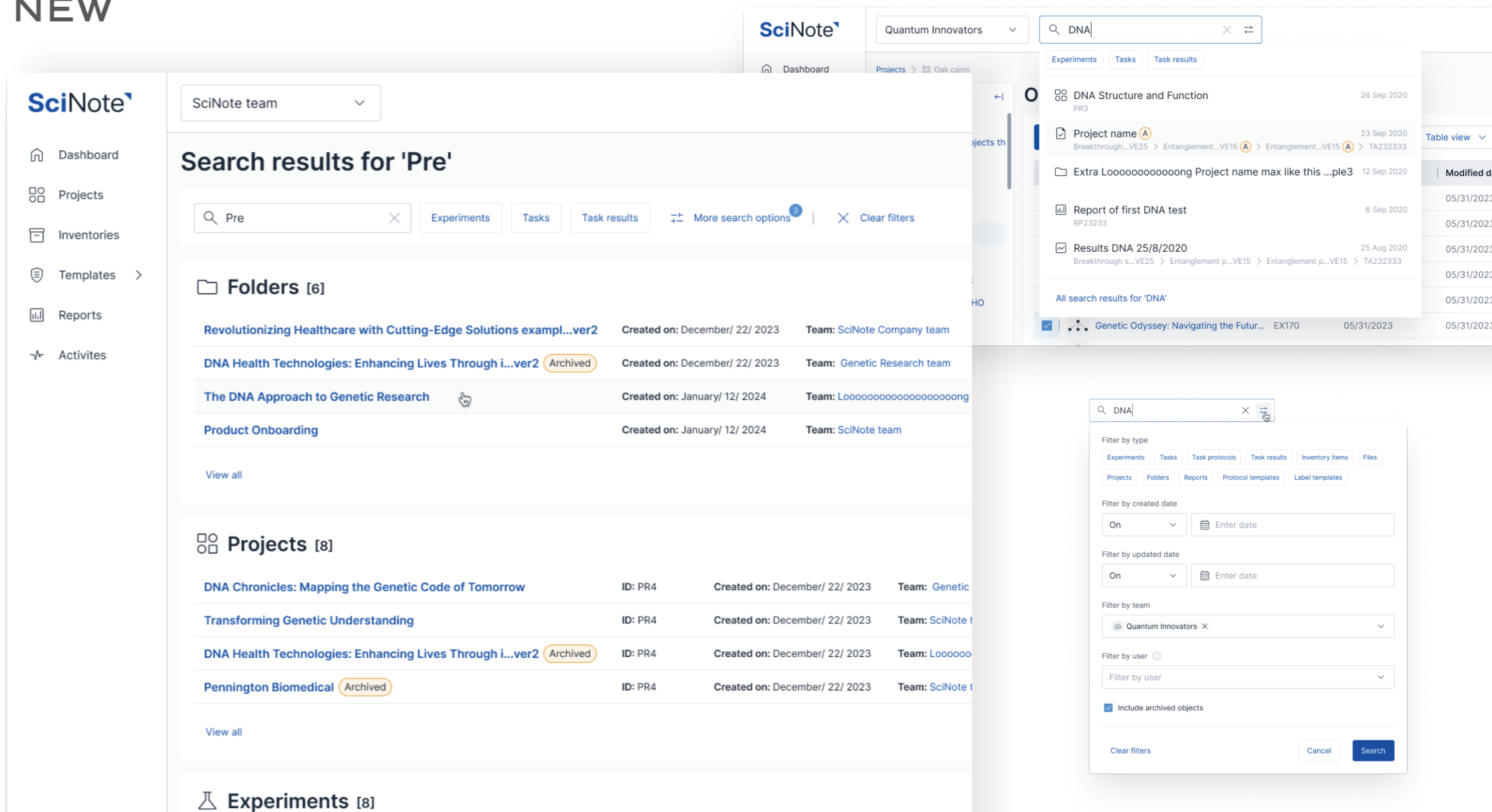
- Quick Search: This allows faster searching by suggesting five relevant results as you type.
- More Search Options: where users can specify and filter by specific criteria, such as filter by type, by date, by user, by team, and whether it's archived. This enables users to reduce the number of results and find what they are looking for more quickly.

In addition to these two functionalities, my task was to streamline the results and display them more condensed to show more results on the screen.

OLD



NEW



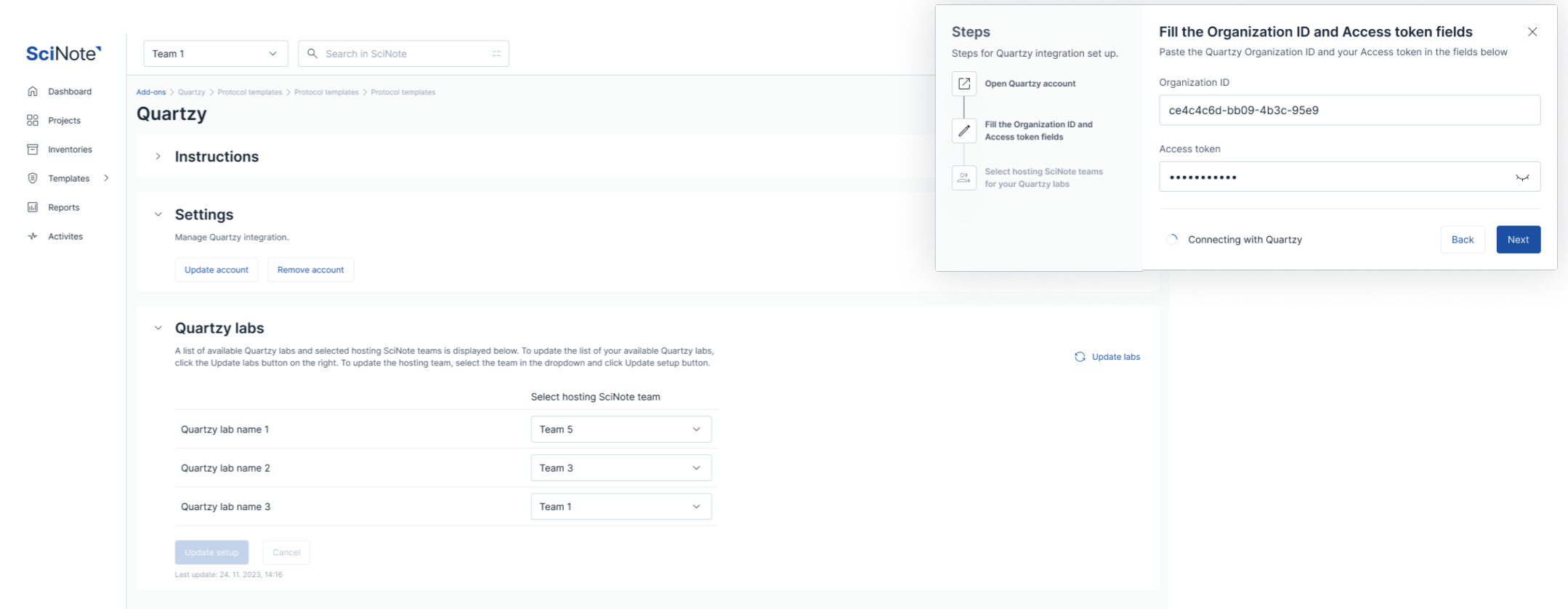
USER INTERFACE

ADD-ON

A new page was needed for a new add-on. In addition to this page, instructions for the installation process must be prepared.

Based on this, I created a wizard that guides you through the installation process, as the functionality is connected to an external platform.

ADD-ON



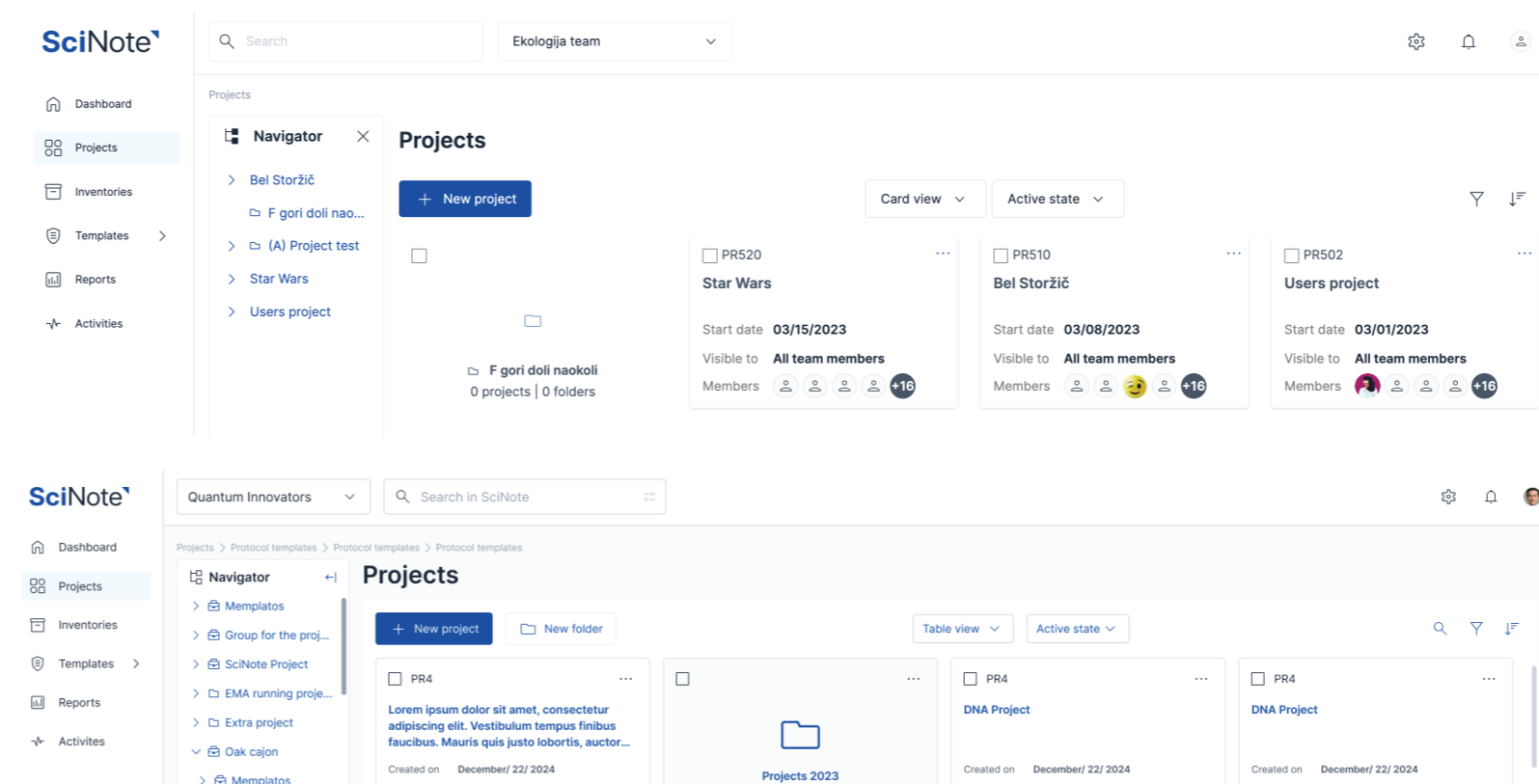
CART VIEW

As part of the table redesign, it was also necessary to update the card view.

We needed to define the sizes and behavior of the cards based on screen size and ensure responsiveness as the screen size changed.

Additionally, we aimed to standardize elements, sizes, spacing, and alignment visually.

CARD VIEW



OLD

NEW

USER INTERFACE

ARCHIVED STATE

Due to user and laboratory requirements, the platform does not delete all created projects, experiments, or tasks but can only archive them. Therefore, users can switch between the platform's Active and Archived states.

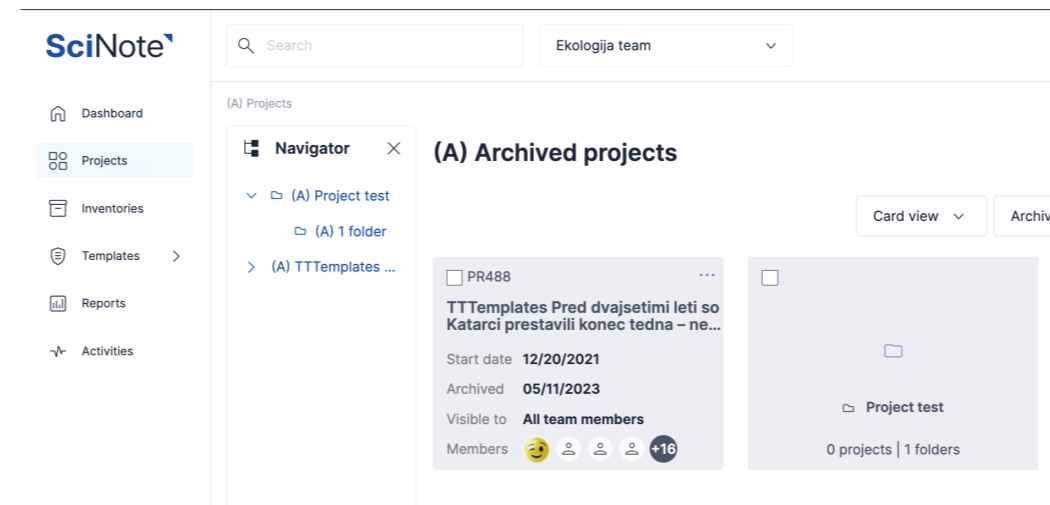
The task was to make the archived state more visible but not disruptive. The previous version had only a label (A), which we found through user interviews that users needed to notice or understand its meaning. Therefore, I decided to improve the clarity of the message with an "archived" tag in orange, which indicates archived folders.

NAVIGATOR

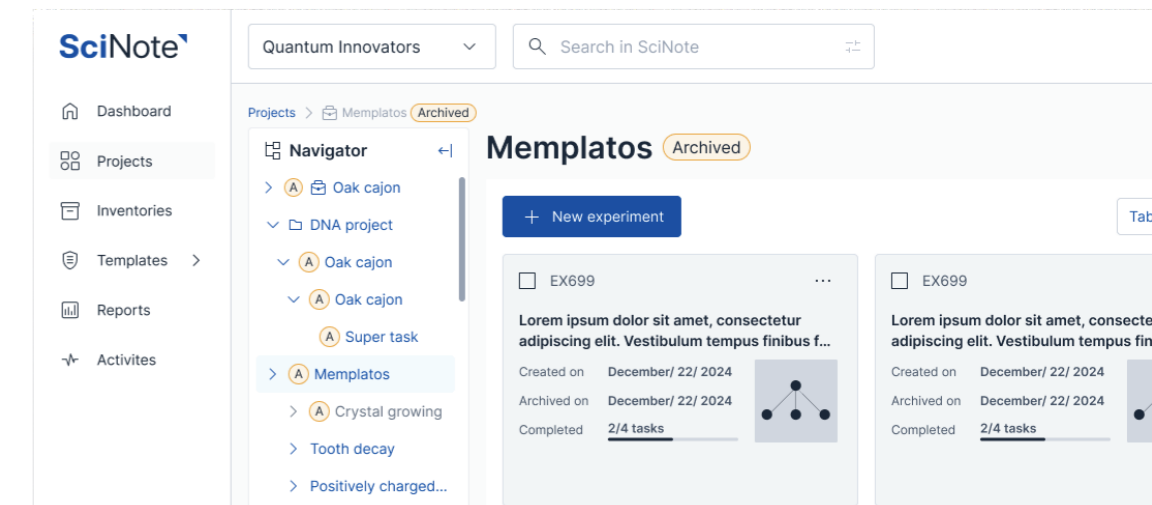
The redesign of the navigator was completed prematurely, but we realised that a few more adjustments were needed, such as reducing the spacing between individual levels, adding icons for easier differentiation of levels, and consistently shortening titles throughout.

ARCHIVED STATE

OLD

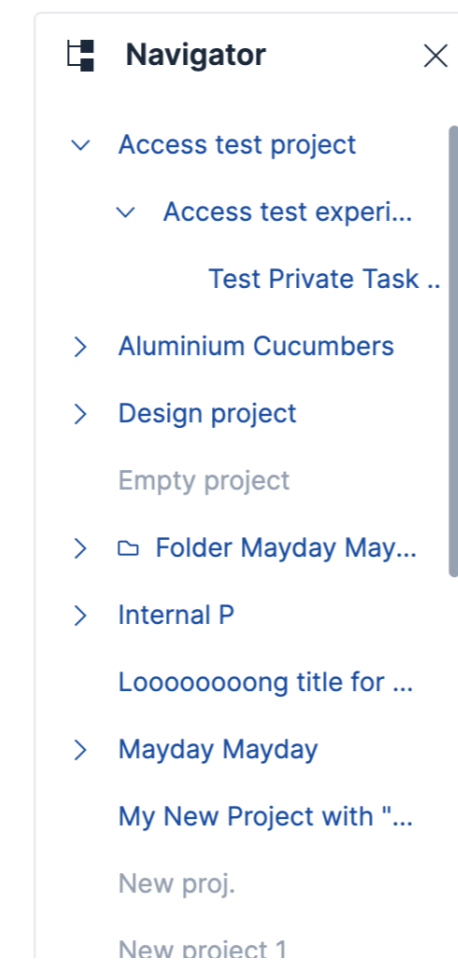


NEW

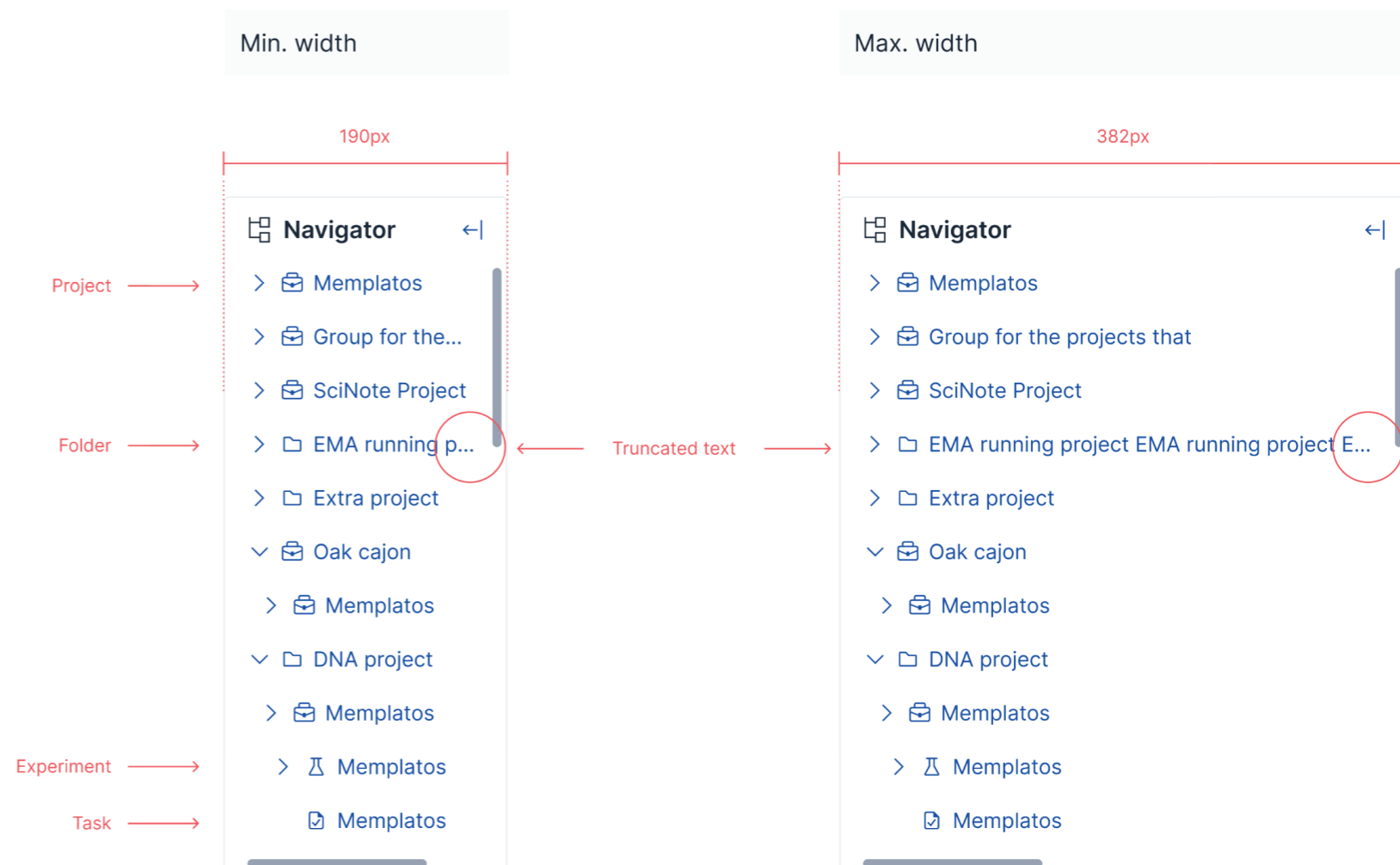


NAVIGATOR

OLD



NEW



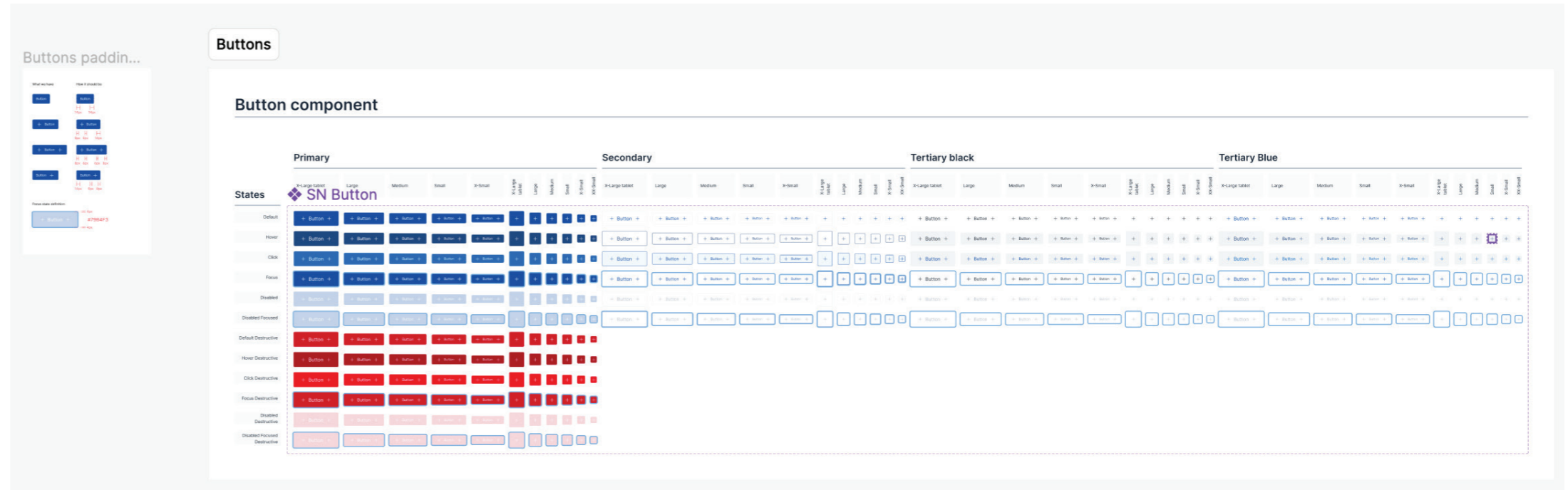
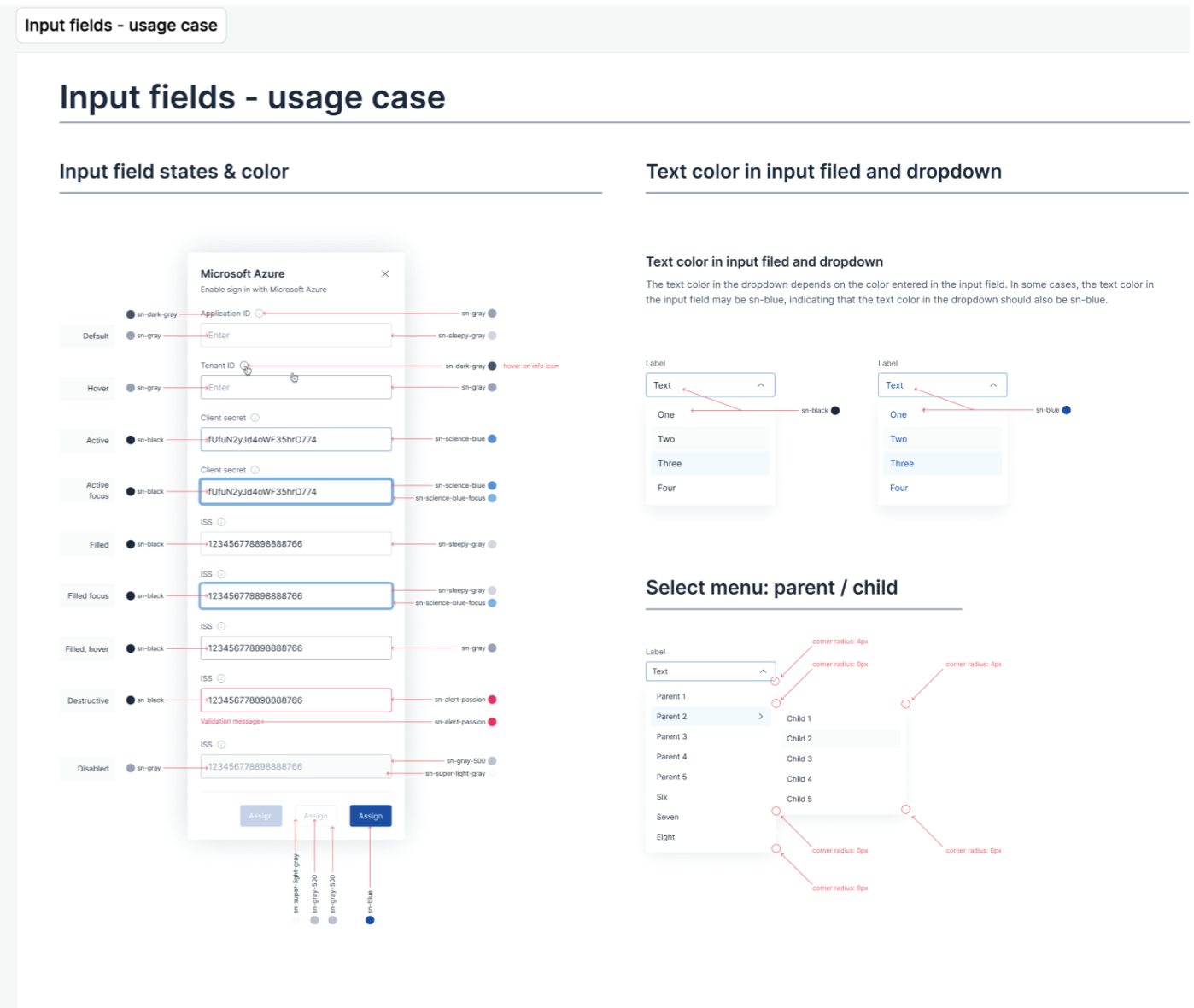
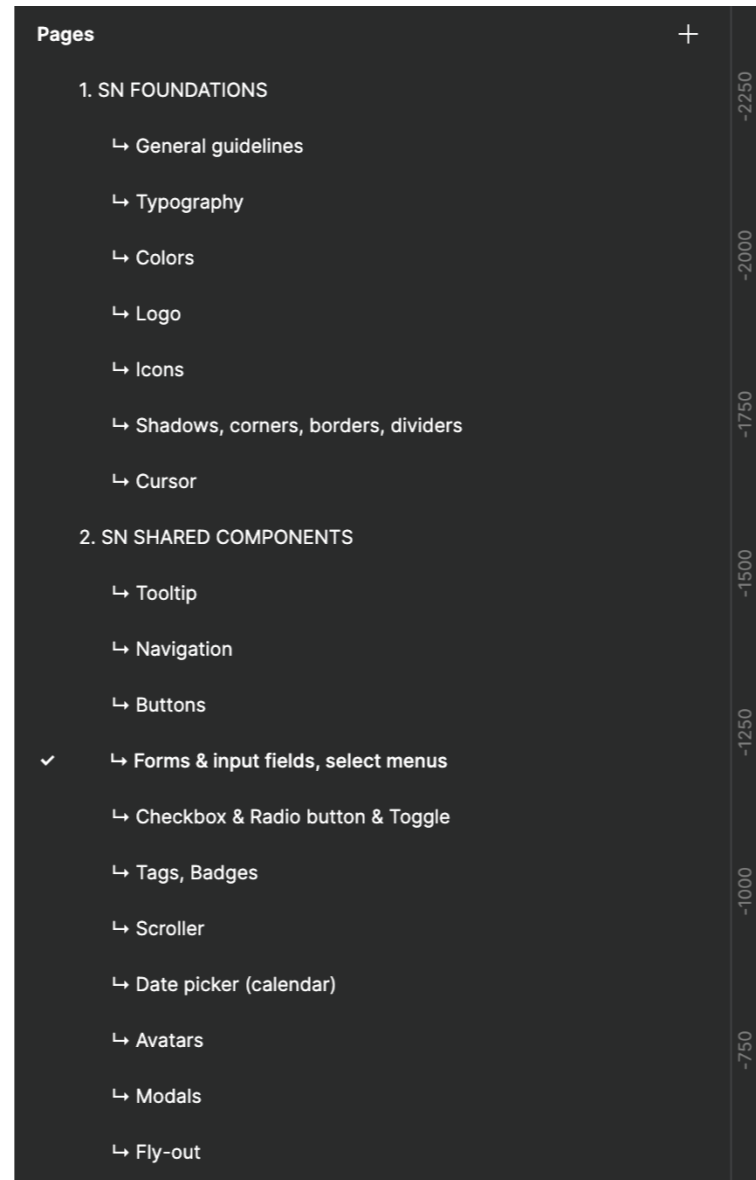
DESIGN SYSTEM

In addition to ongoing updates on the platform, a design system was necessary. When I took on the role of responsible for it, it was in its early stages and quite basic.

Within the design system, apart from designing individual components such as colors, icons, shadows, borders, tooltips, navigation, action bars, input fields, flyouts, checkboxes, tags...

Writing usage guidelines for specific elements, highlighting special features, and identifying components that require attention were also necessary.

Once the elements were determined, a ticket needed to be prepared for the development team to program and add them to the web design system.



WHAT I LEARNED

WORKING IN A TEAM WITH MULTIPLE DESIGNERS ON ONE PROJECT:

Discussing specific issues and solutions openly and sometimes collaborating to find compromises was crucial.

COLLABORATING WITH MULTIPLE DIFFERENT DEVELOPERS:

Each developer had a way of working and communicating, so adapting to different styles and establishing clear communication channels was important.

WRITING MULTIPLE TICKETS FOR ONE FUNCTIONALITY AND ASSIGNING THEM TO VARIOUS DEVELOPERS:

This involved breaking down the functionality into smaller, manageable tasks (tickets) and distributing them among developers based on their expertise and workload.



CASE STUDY

KAM ZA VIKEND.SI

Co-founder of the company, 2021 - present

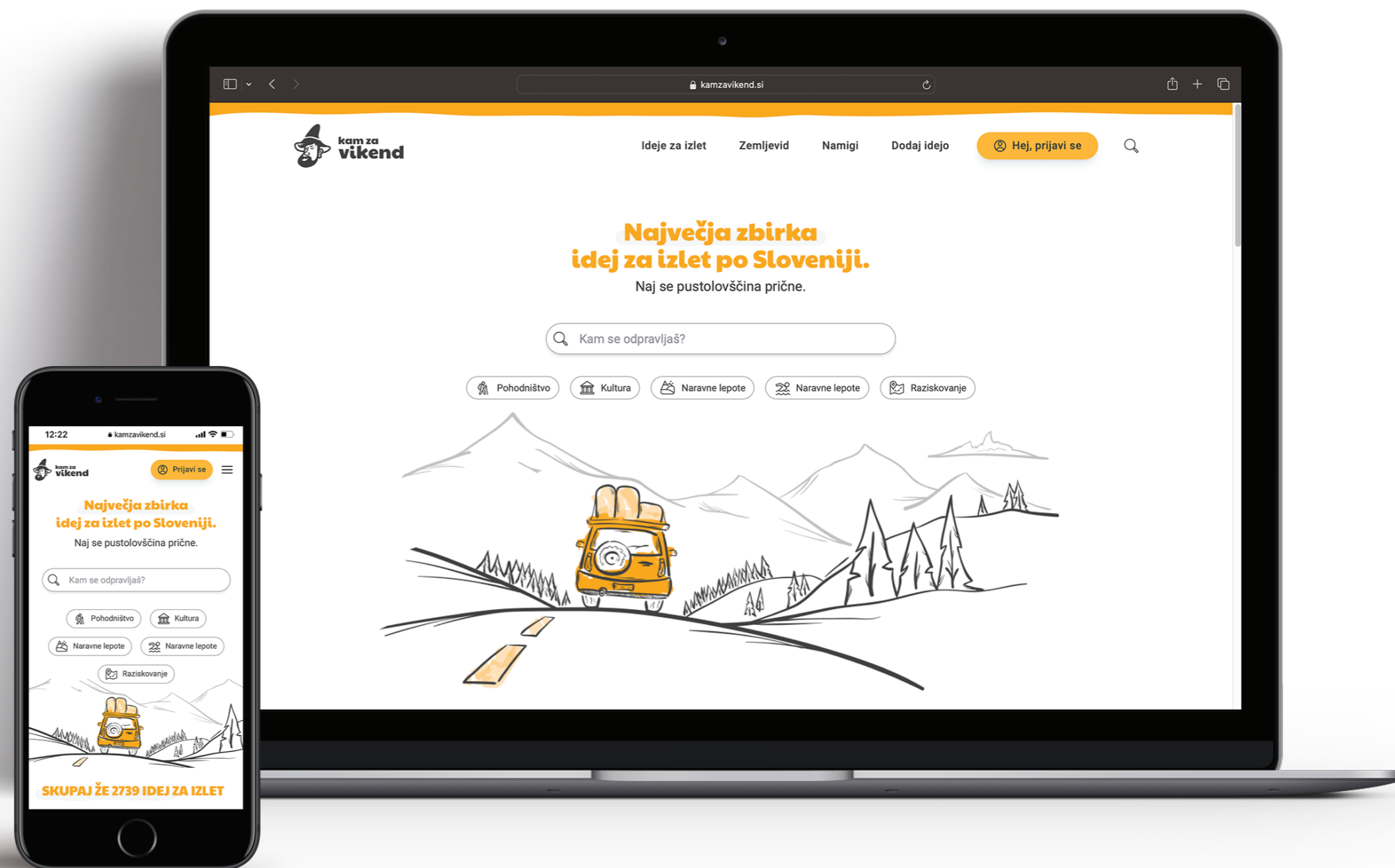
BACKGROUND

I am a co-founder of the online portal Kamzavikend.si. With this project, our primary goal is to introduce Slovenian beauty to domestic visitors first and then to international guests, showcasing the hidden corners of Slovenia. The portal features Slovenia's largest collection of outdoor ideas, including hiking, cultural, natural, and family experiences.

It all started because of the coronavirus and the lockdowns in the municipalities. We wanted to inform users about their municipalities and surroundings because most people were unfamiliar with the activities available near their homes.

Take a look at the portal and try to find an idea for the following weekend :)

kamzavikend.si



PROCESS

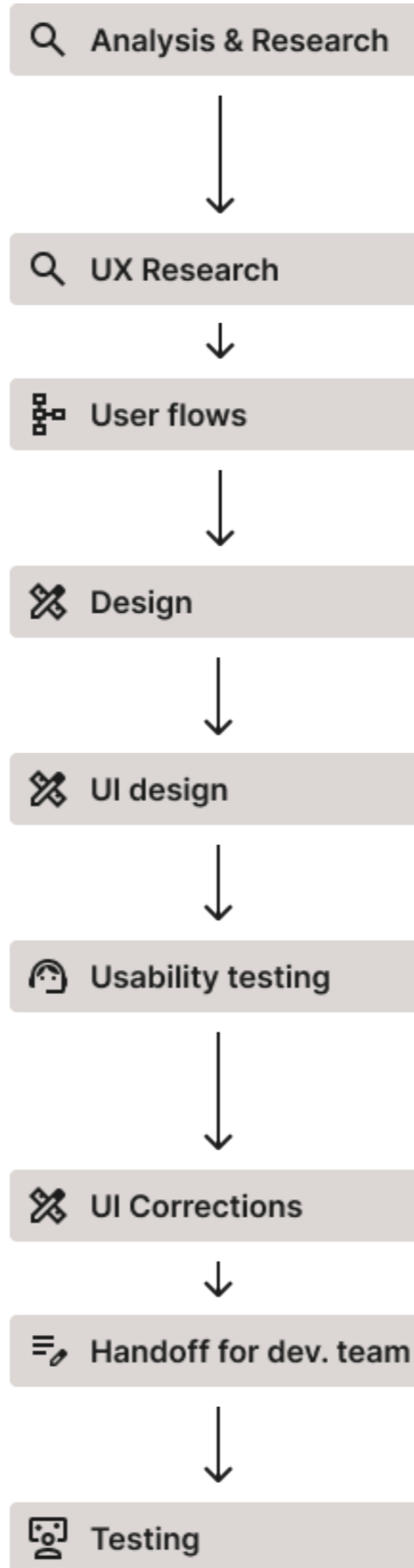
TEAM

In this project, there were just three of us: a programmer, a copywriter, and myself as the UX/UI designer.

MY ROLE

My main task was to manage the visual appearance, create wireframes, define user flows, and design screens. In addition to this, I prepared questions and prototypes for testing and researched, edited, and added content to the portal.

In parallel, I established the design system and defined our business plan. Once the portal's MVP was live, we also met with potential clients.



It all began with market analysis and research of similar portals and websites. Then, we prepared a survey to assess the need for another new portal. Additionally, we wanted to find out what users have been missing so far and what they would like to have.

Reviewing competition and best practices to find ways to create the best possible user experience.

First, it was necessary to define who the target audience is, what the user is like, and what their needs are. Then, we followed the preparation of user flows, user journeys, and wireframes.

Before the planning and design of the portal and its components began, the logo and overall visual identity needed to be created. Additionally, the communication flow needed to be determined.

Then comes the design of all screens and their components. Once the design is set, the first meeting with the developer takes place. During the meeting, I explained the concept and how the functionality will work.

After finalising the screens' designs, the next step was to prepare prototypes for testing. We conducted A/B testing with users and observed their movements, where they stopped, and whether they reached the desired information they were looking for.

After testing, we received feedback and valuable insights, which allowed us to refine and adjust the screens and led us to the final design and flow.

After the screen preparation is completed, the description and preparation of materials with instructions follow, which are then handed over to the programming team to start coding.

After programming, testing, and reviewing all visual elements and bug hunting, follow.

USER FEEDBACK

SURVEY

Before we began development, planning, and design, we first prepared a survey to gather information, including:

- Does the market need another portal with information about trips in Slovenia?
- What activities do people usually choose when going on a trip?
- Who do they typically go on trips with?
- How often do they go on trips?

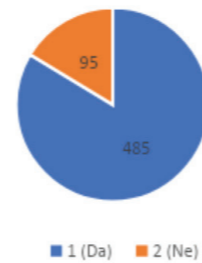
...

The survey was very successful, with 580 Slovenian participants. The results indicated that Slovenians need a new portal to access all information in one place.

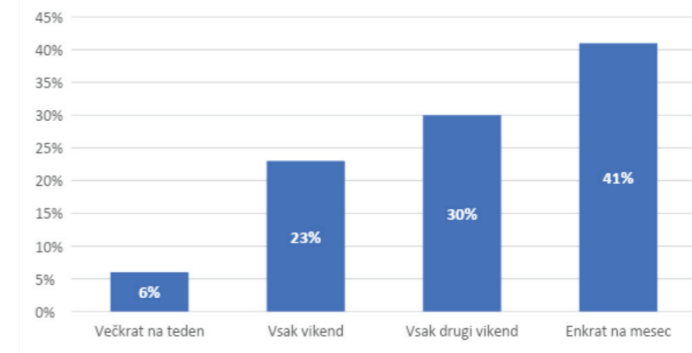
PROTOTYPES

Once we had the basic concept for the MVP, we prepared initial prototypes to test how users navigate the portal and whether they can find the desired information...

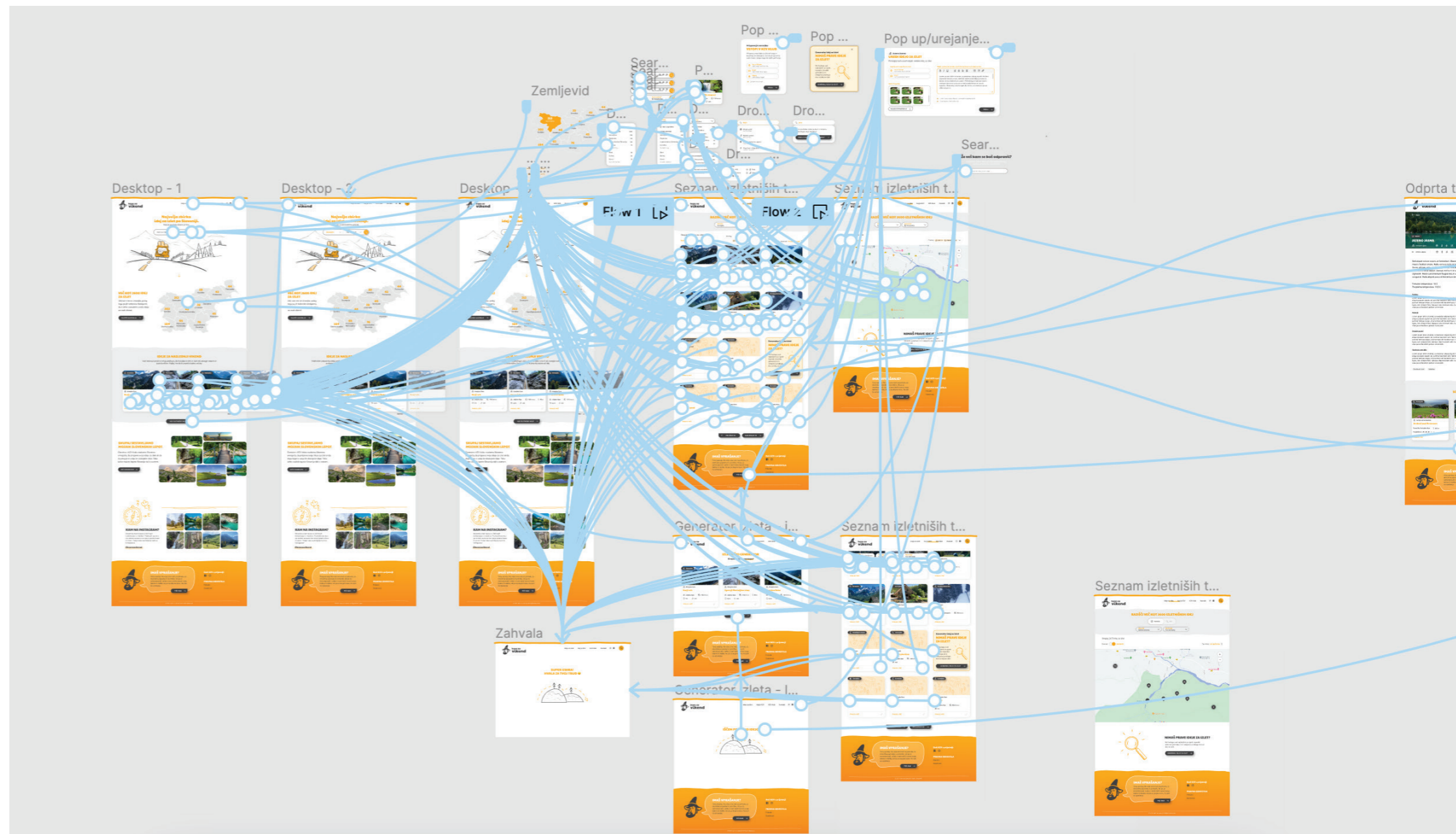
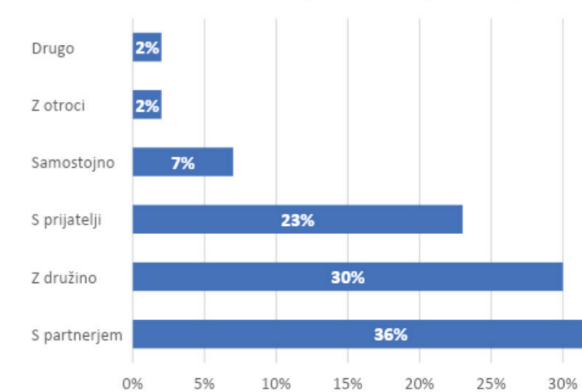
Ste se v zadnjih treh mesecih ali v mesecih pred koronavirusom, podali na kakšen izlet znotraj Slovenije? (n=580)



Kako pogosto se odpravite na izlet v Sloveniji? (n = 458)



Na izlet se največkrat odpravite: (n = 485)



USER INTERFACE

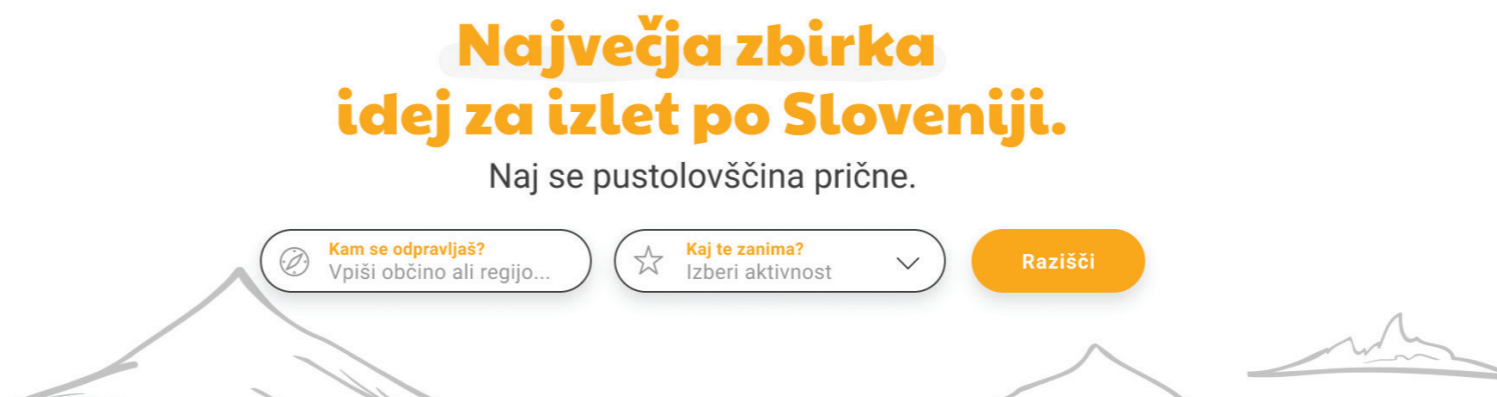
SEARCH

The most important part of the portal is the search engine, as everything depends on how quickly and whether it will find the information users seek.

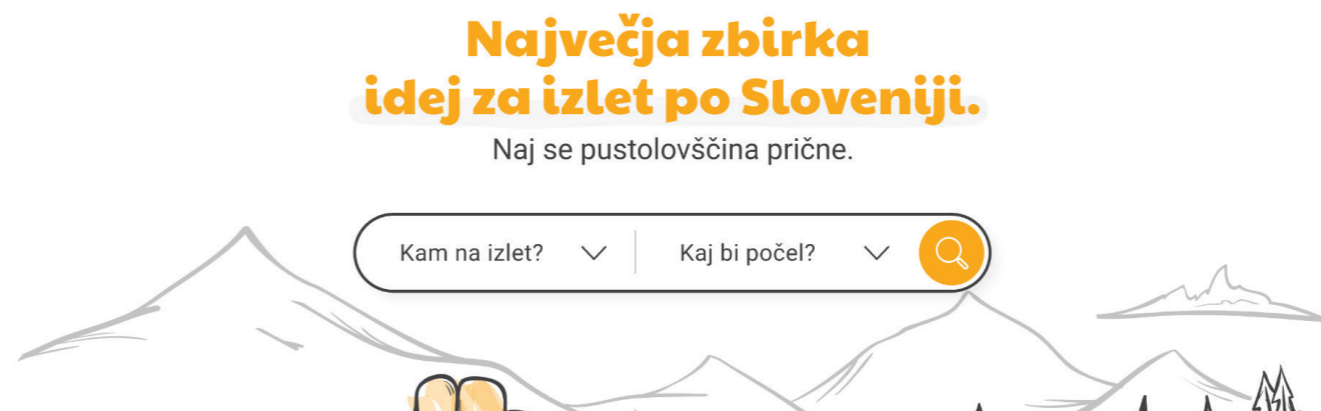
The search engine's development went through several iterations and options. Initially, we designed the search with two fields where users could search by location and activity of interest. When a user clicks on a field, dropdown options appear. However, this approach did not provide the best user experience because the trips were grouped in ways that may not have been clear to the user.

Ultimately, the best and final option was a single field - the search input - where users could immediately enter anything and receive relevant suggestions through a quick search.

OPTION 1



OPTION 2



FINAL OPTION



USER INTERFACE

CARDS

Considering that the portal's primary function is to provide excursion ideas across Slovenia, we presented these ideas using a card-based view. Using cards lets us effectively showcase ideas to users and entice them to explore further by clicking on them.

To arrive at the final look of the card, we needed to explore various options. During development, it became evident which information was most important to users. We also conducted user testing to determine the final design option.

The results showed that users prioritise photographs the most, so we enabled users to navigate through a gallery directly from the preview photo. Regarding the selection of information, it was found that users value the idea's name, its location, and three key features the most.

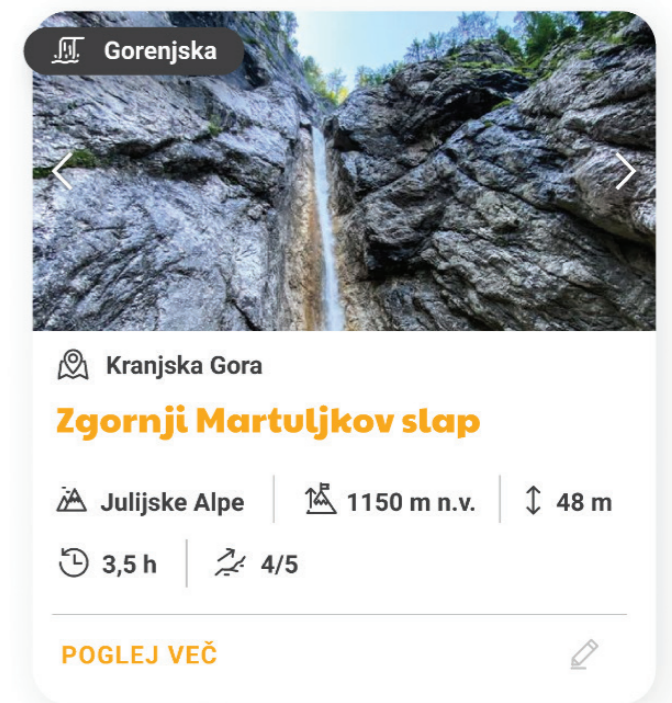
OPTION 1



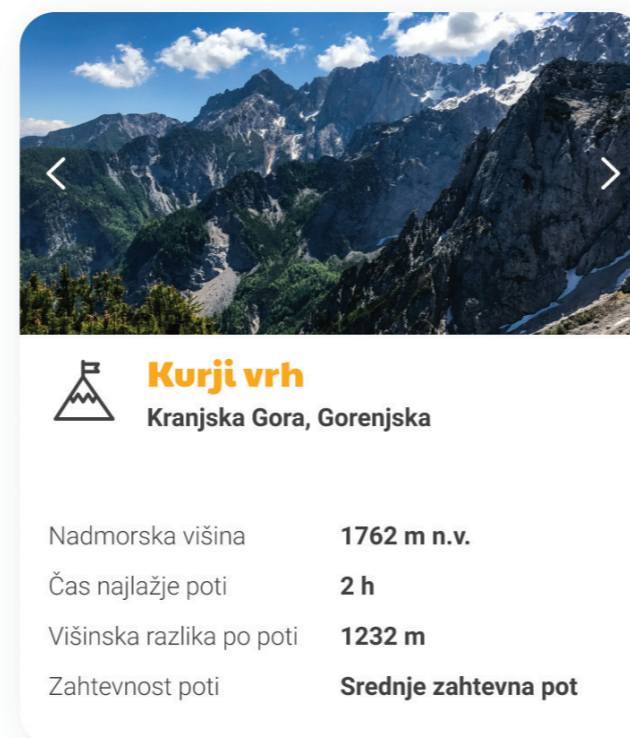
OPTION 2



OPTION 3



OPTION 4



FINAL OPTION



USER INTERFACE

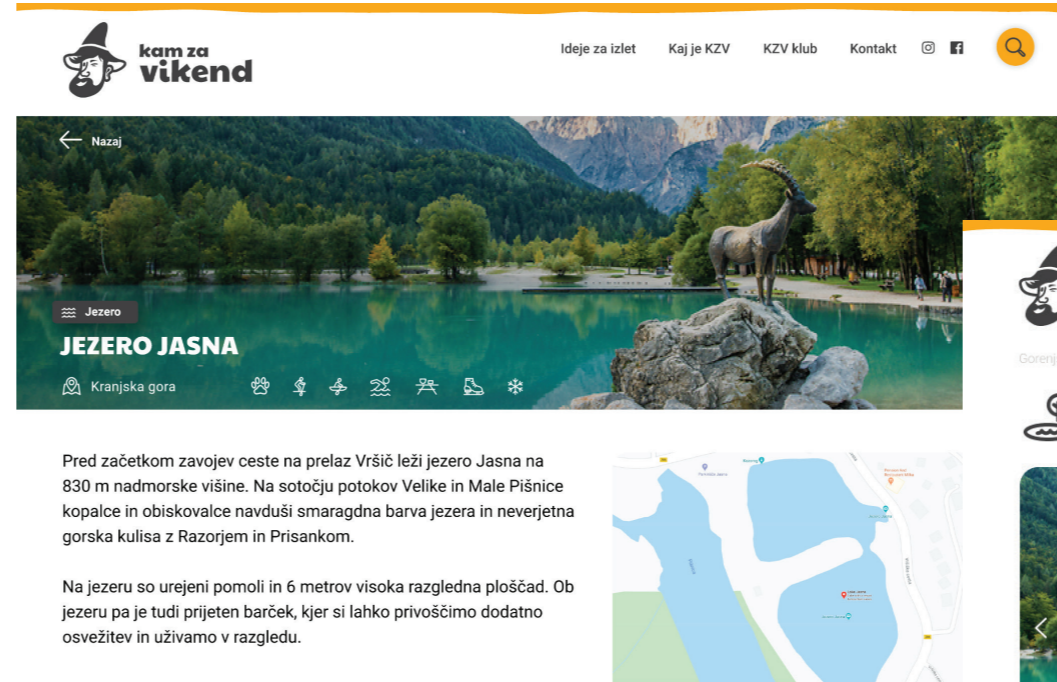
SUBPAGE WITH INFORMATION ABOUT A SPECIFIC TRIP IDEA

The layout of the subpage presenting the trip idea also evolved based on interviews.

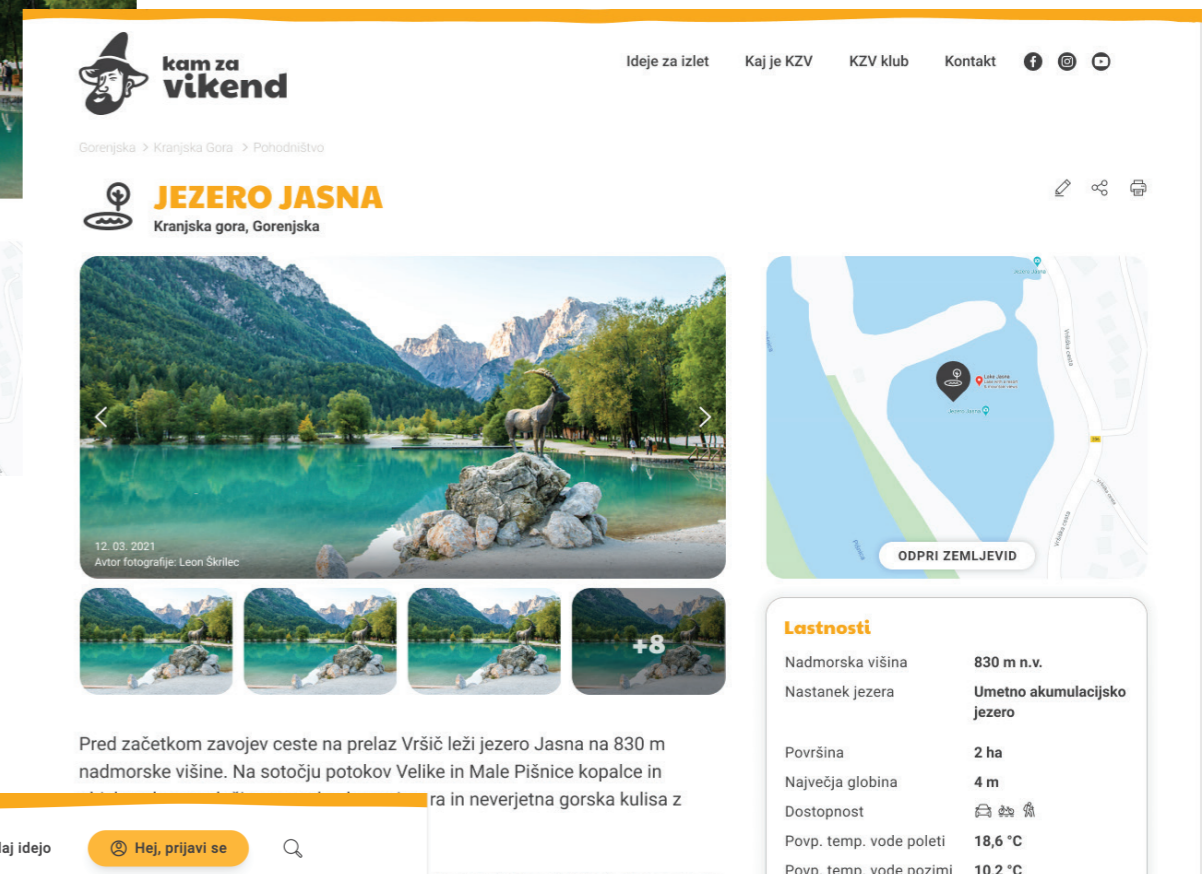
Just as the photo gallery was important on the card, it was also crucial here, as it's the first thing the user looks at. Therefore, the gallery was placed immediately below the title and location. Additionally, destination/location features and a map were included.

The layout was heavily influenced by the need to be well-visible and usable on mobile screens, as statistics indicated that most of our users access the platform from mobile devices.

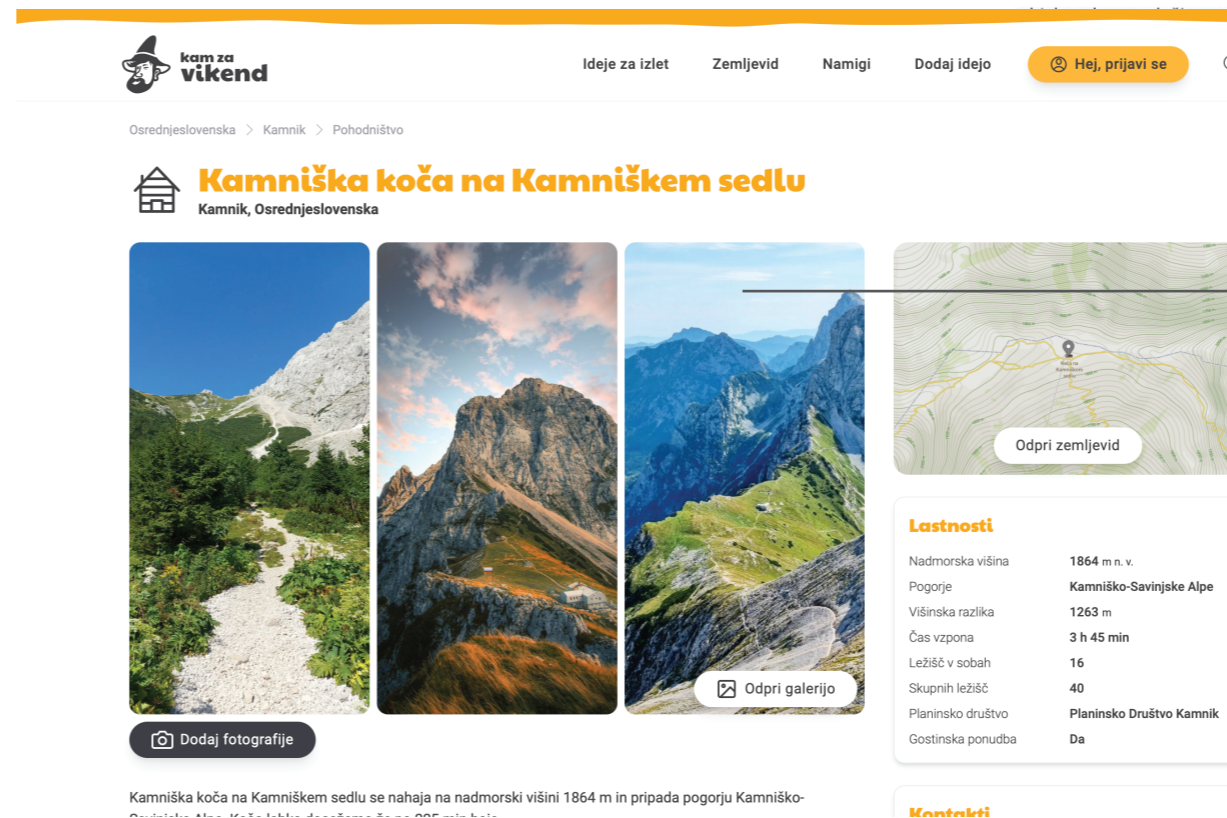
OPTION 1



OPTION 2



FINAL OPTION



The gallery grid is designed to adapt based on the format of the photographs. For example, if there are 3 portrait-oriented photos, the grid will be in portrait orientation. If there are 4 landscape-oriented photos, the grid will change to display 4 rectangles.

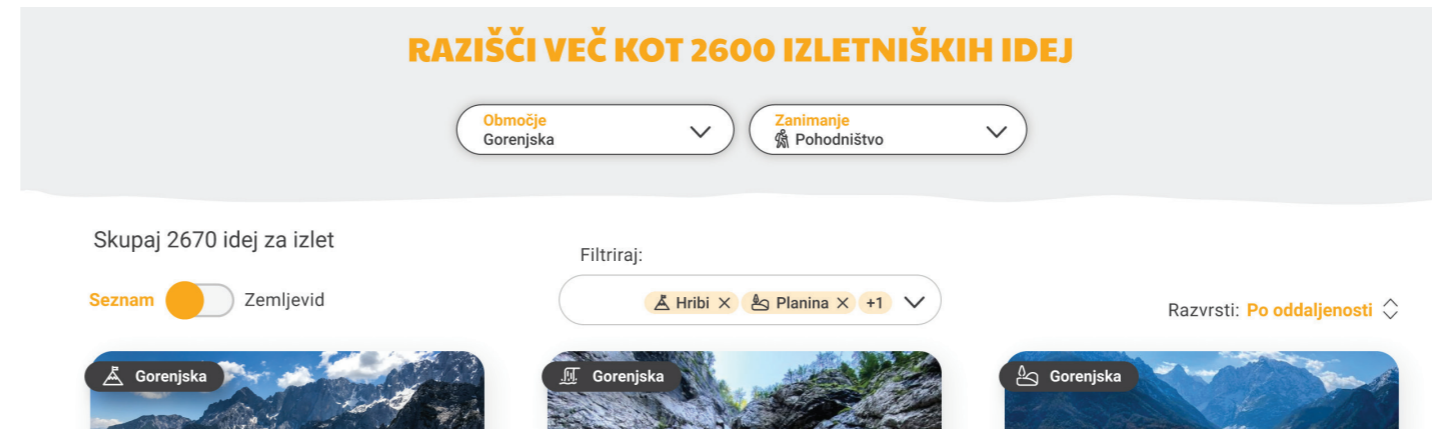
USER INTERFACE

SPECIAL FILTERS

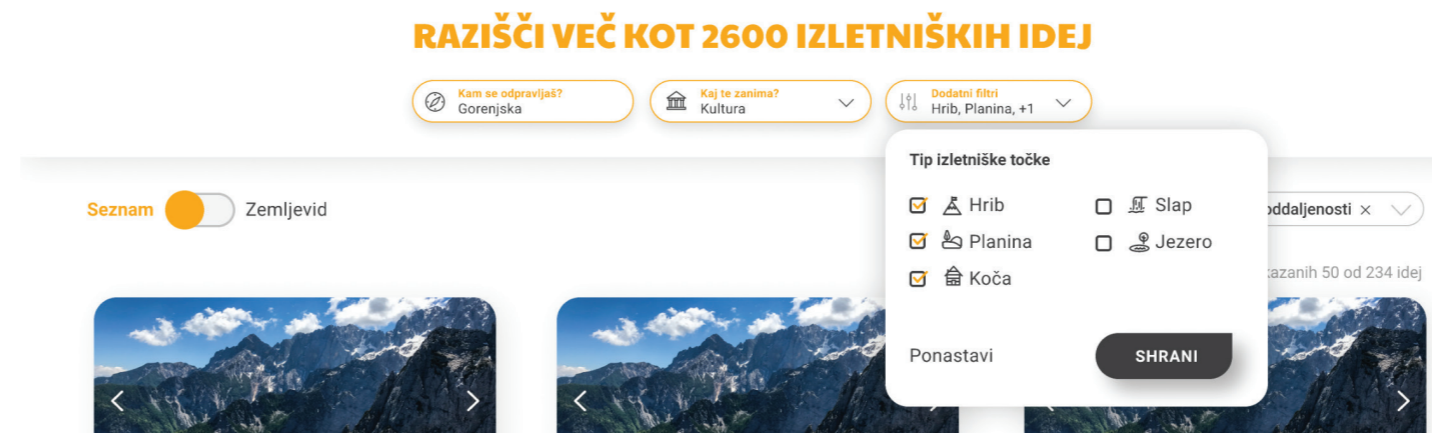
Throughout the development of the portal and the diversity of content, it became apparent that users needed the option of additional filtering to facilitate exploration. This type of filtering is intended for users who are exploring without a specific destination or activity in mind.

Initially, the filters were hidden under a dropdown menu, but eventually, we placed them under categories to make them immediately visible and allow users to switch between them more quickly or select multiple filters at once.

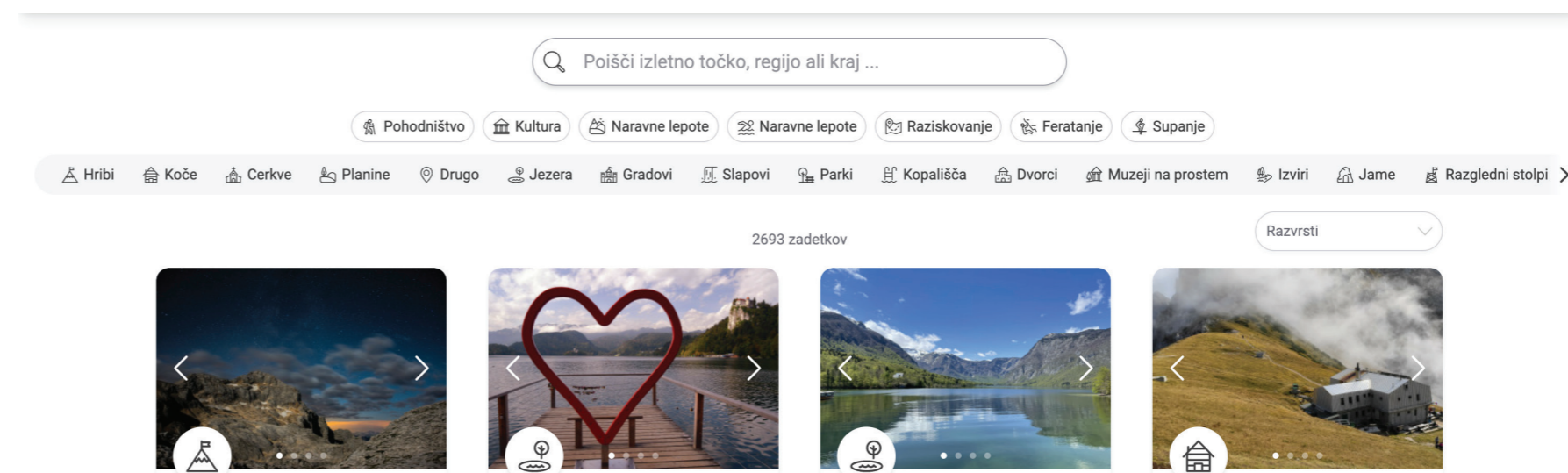
OPTION 1



OPTION 2



FINAL OPTION



WHAT I LEARNED

BUILDING THE PORTALS:

It's important to understand that success doesn't happen all at once; sometimes, you must take steps backwards to move forward, and the portal's actual viewership increases gradually over time.

PREPARING VARIOUS MONETISATION CONCEPTS AND SEEKING POTENTIAL SUBSCRIBERS:

This involves developing different revenue-generating strategies and actively reaching out to potential advertisers or subscribers.

RECOGNISING THE IMPORTANCE OF A DESIGN SYSTEM:

Initially, without a design system, component discrepancies started appearing over time, affecting the overall look and user experience. Therefore, it's crucial to invest time in creating a design system to maintain consistency and quality in design.



CASE STUDY

STOCKTRADER PRO

CREATIVE37, 2021 - 2023

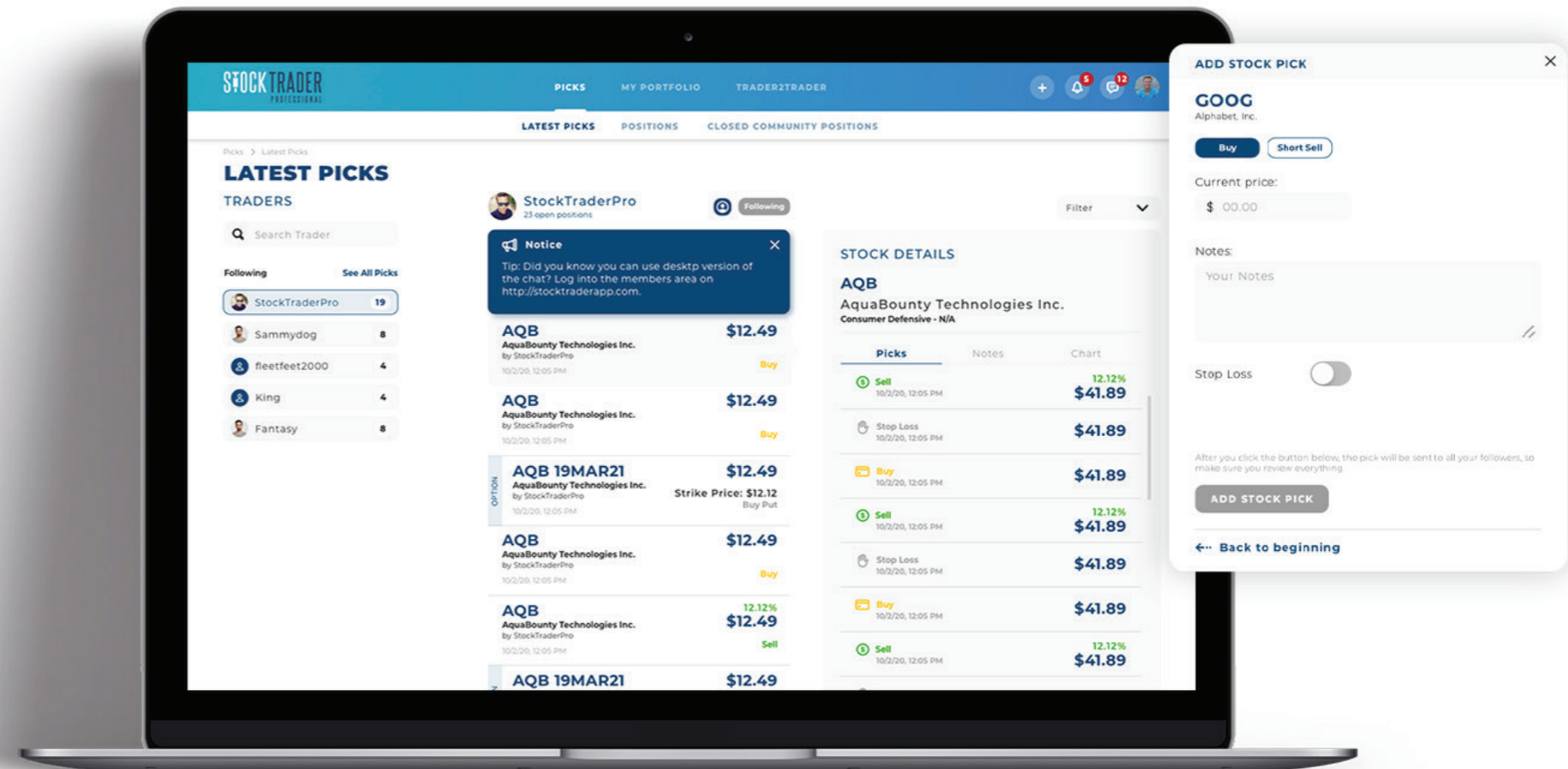
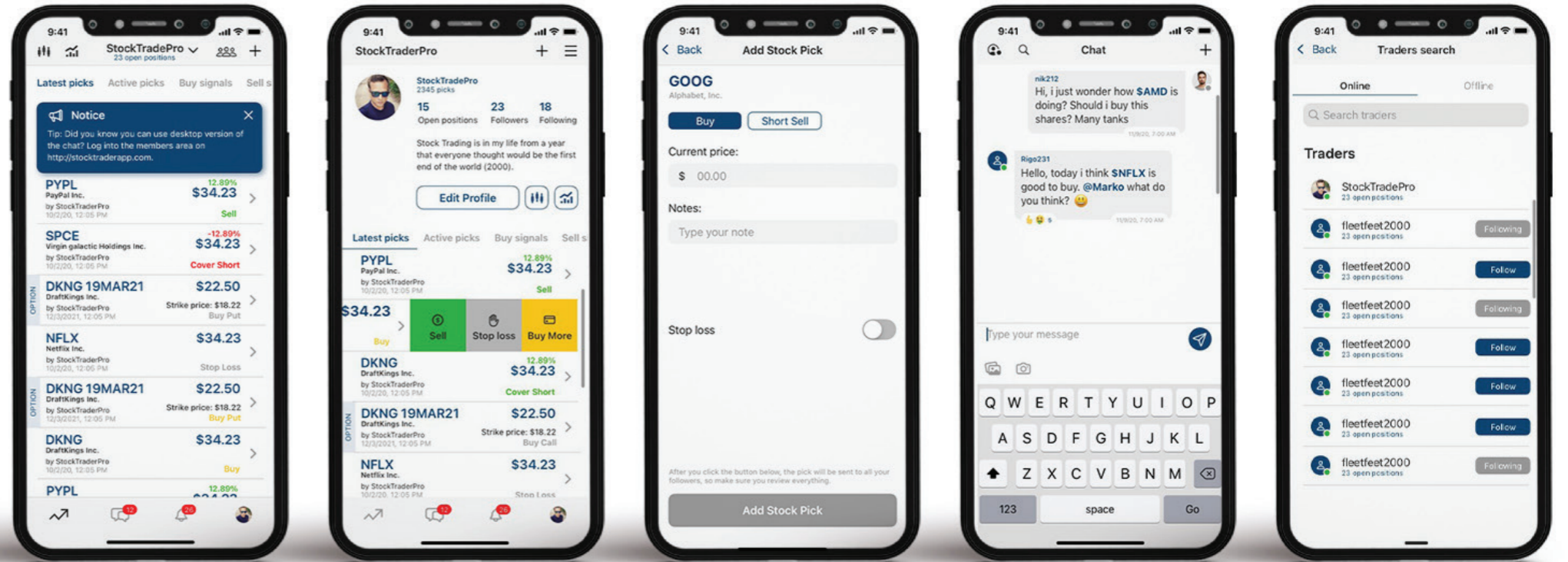
BACKGROUND

StockTrader Pro is a social trading application designed for experienced traders, beginners, or average users.

The application is designed to allow users to follow the steps and execute the same moves as the leading trader with extensive trading knowledge and experience. The goal is to create a community where users trade the same challenges and share the same goals - together, they can be even stronger.

Users have the option to use both the desktop application and the mobile application.

stocktraderapp.net



PROCESS

TEAM

I collaborated with a Project Manager, developers, and the client during the work process.

MY ROLE

My work on the project included:

- Market research.
- Data collection.
- Ensuring a good user experience.
- Taking care of the visual redesign of the application by planning and designing new functionalities.

First, it was necessary to design the web application with a presentation page, followed by the design of the iOS and, finally, the Android application.

For each version of the application, specific developers were assigned to whom I had to provide all instructions and guide them through the development phases.

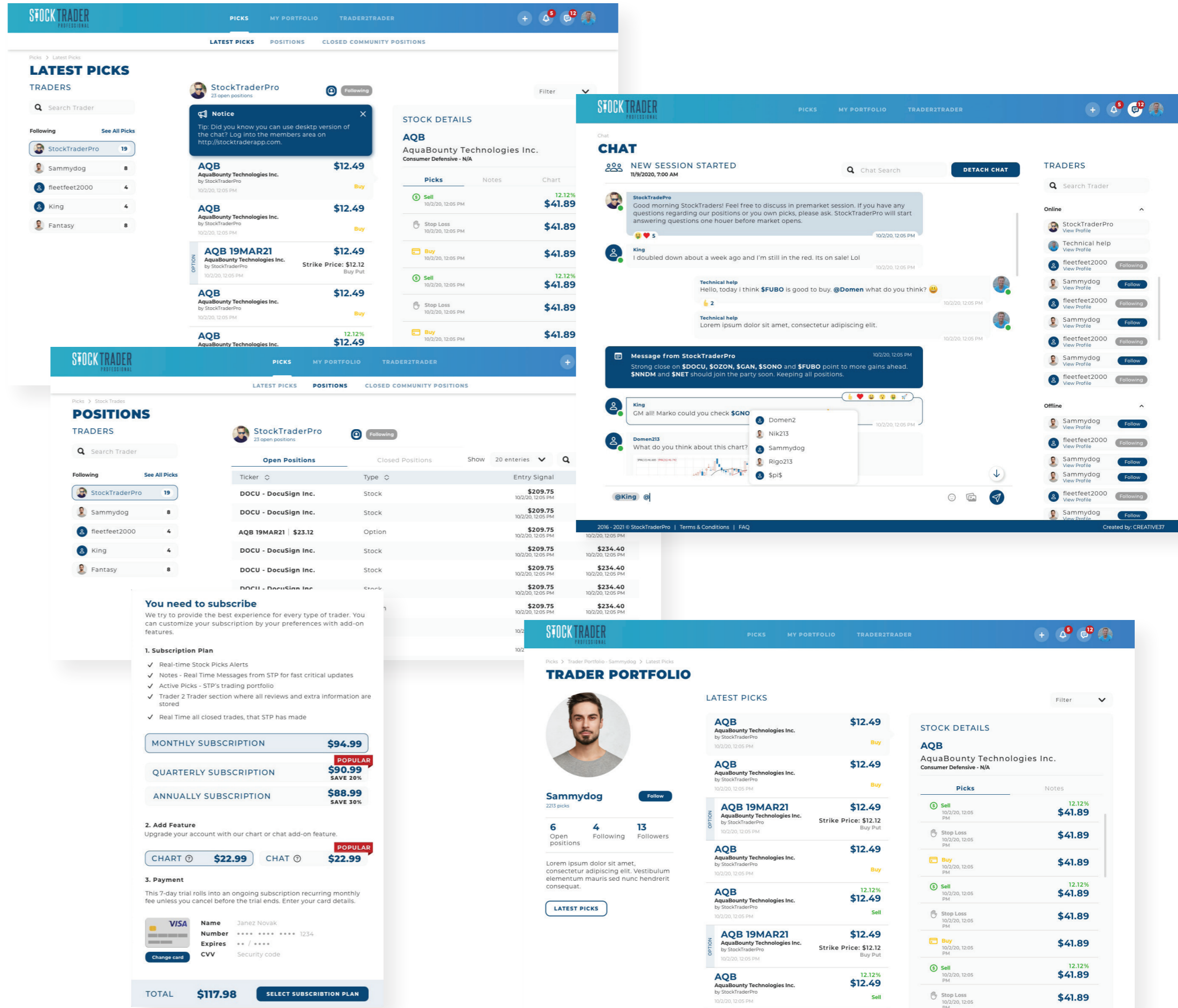


USER INTERFACE

WEB APPLICATION

Two views—one for users and another for administrators—needed to be prepared for the web application.

The administrator had special functions and specific rights to edit and delete content. Therefore, it was essential to design the interface to minimise significant deviations or differences, which could have prolonged or complicated development and subsequent testing.



USER INTERFACE

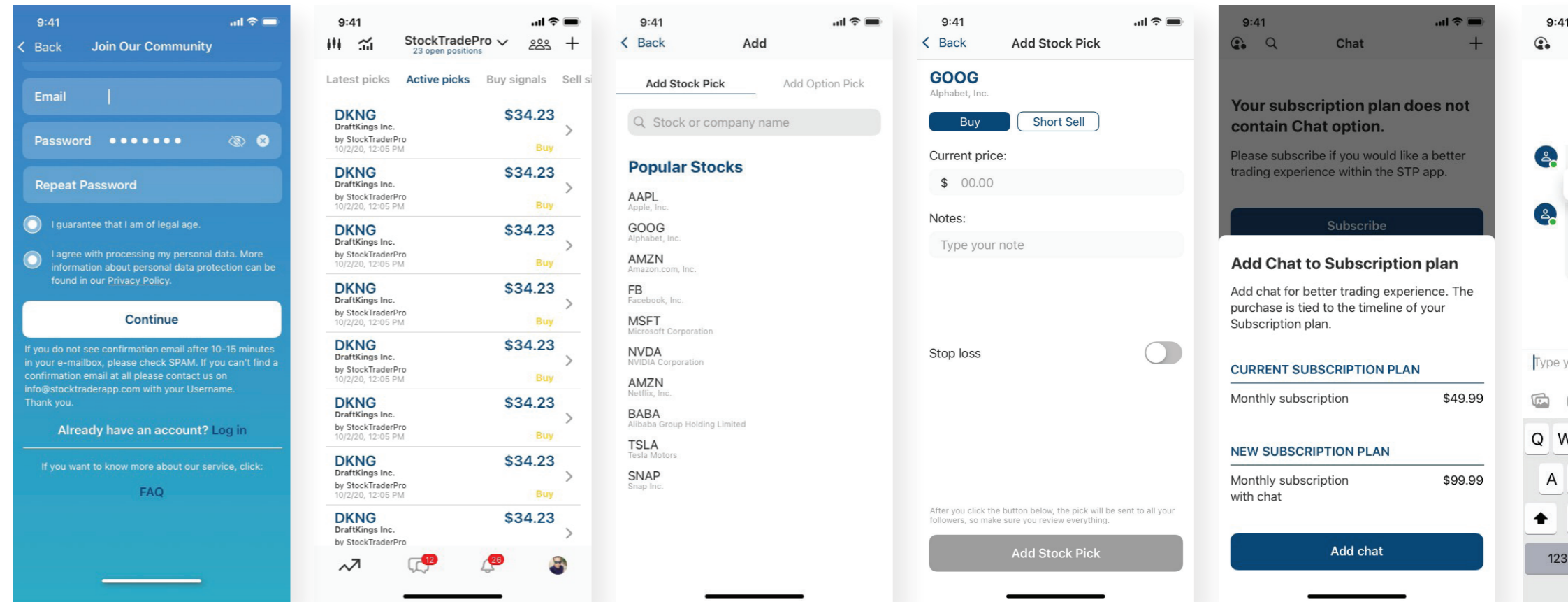
IOS AND ANDROID APPLICATION

Designing both applications was challenging because each operating system had specificities to which I had to adhere at the client's request. The benefit of this was that the developers then had an easier time as it was tailored to their needs.

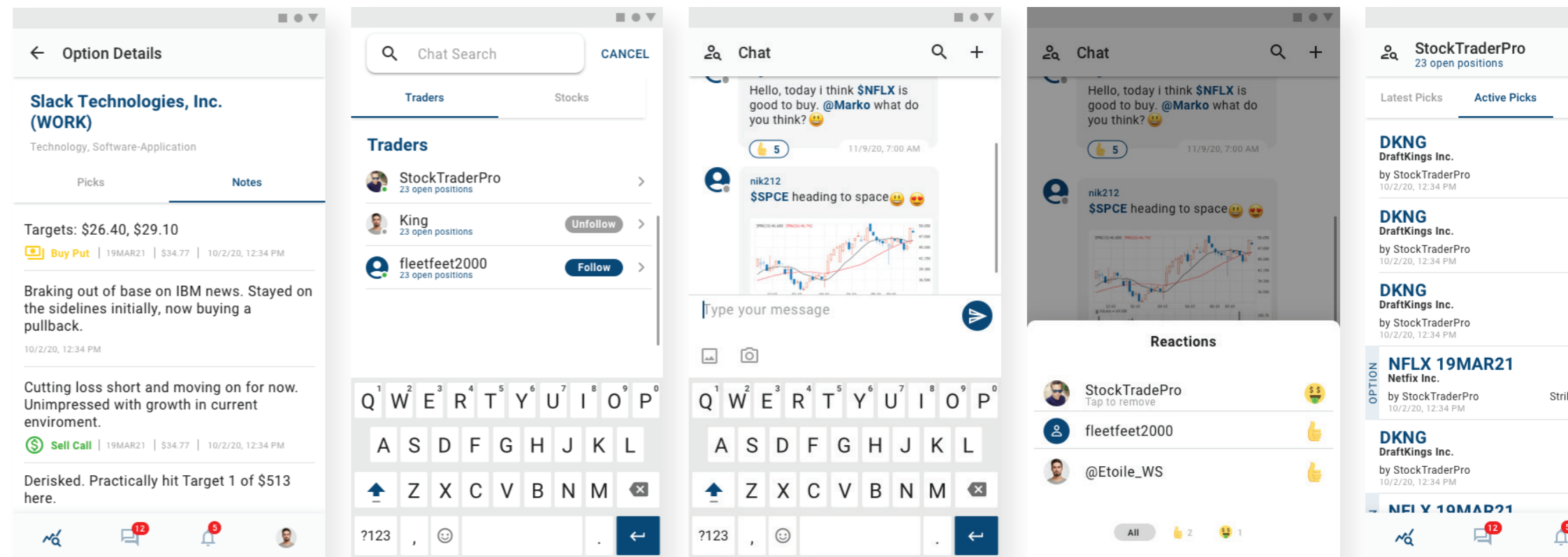
After preparing the desktop app first, the challenge was adapting or preparing it for a smaller dimension while maintaining a similar logic to what users are accustomed to from the desktop app.

I had to be mindful that certain elements only took up a little space and that I could fit as much as possible onto the screen, especially concerning the list of picks created by users.

IOS



ANDROID



WHAT I LEARNED

LEARNING ABOUT THE STOCK MARKET:

First, I had to learn and understand how the stock market works, what various terms mean, and what is essential for traders.

IOS AND ANDROID GUIDELINES:

The client explicitly expressed the desire for the iOS application to follow iOS guidelines and for the Android application to follow Material Design guidelines. Therefore, before starting the design, I reviewed each operating system's policies and specific requirements.

DIVIDE THE PROJECT INTO PHASES:

In this project, we wanted to do everything at once rather than in phases, which cost us significantly. This was a valuable lesson on why working in phases is beneficial.

SOMETHING EXTRA

PACKAGING

GORENJKA CHOCOLATES

Agency: Agencija 101 d.o.o.

Client: Žito d.o.o.

The company Žito d.o.o. chose us to design the new Christmas / New Year edition of Gorenjka chocolates. The chocolate collection consists of 5 different chocolates. I envisioned the packaging in a knitting style, like Christmas sweaters. Each chocolate has its own pattern.

The idea itself was that each chocolate is a gift in itself, so there's no need for additional wrapping.

The goal of the special holiday packaging was, of course, to increase sales, and we succeeded.



VISUAL IDENTITY

KLOBASARNA

Freelance

Klobasarna is a street restaurant specializing in Slovenian cuisine, with a particular focus on the Kranjska sausage. Klobasarna is our family project, for which I developed the entire visual identity.

www.klobasarna.si

VILA DE CASA

Freelance

Vila De Casa is a lifestyle hotel located in Ribnica. The logo intertwines the story between the new hotel and the old tradition of weaving dry goods. Therefore, the symbol of the house is graphically depicted as a woven basket.

BM EVENTS

Freelance

BM events is a company that organizes various events. The client requested a typographic logo that can encompass all types of events.



WEBSITES

ENERGIJA BIKES

Agency: CREATIVE37 d.o.o.

Energija Bikes is a company that sells high-end bicycles and all the necessary equipment that cyclists need. My task was to redesign the online store to be attractive for cyclists.

energijabikes.com

KATAPULT

Agency: CREATIVE37 d.o.o.

Katapult is an entrepreneurial environment for young entrepreneurs with physical products, as they receive comprehensive support. My task was to redesign the website.

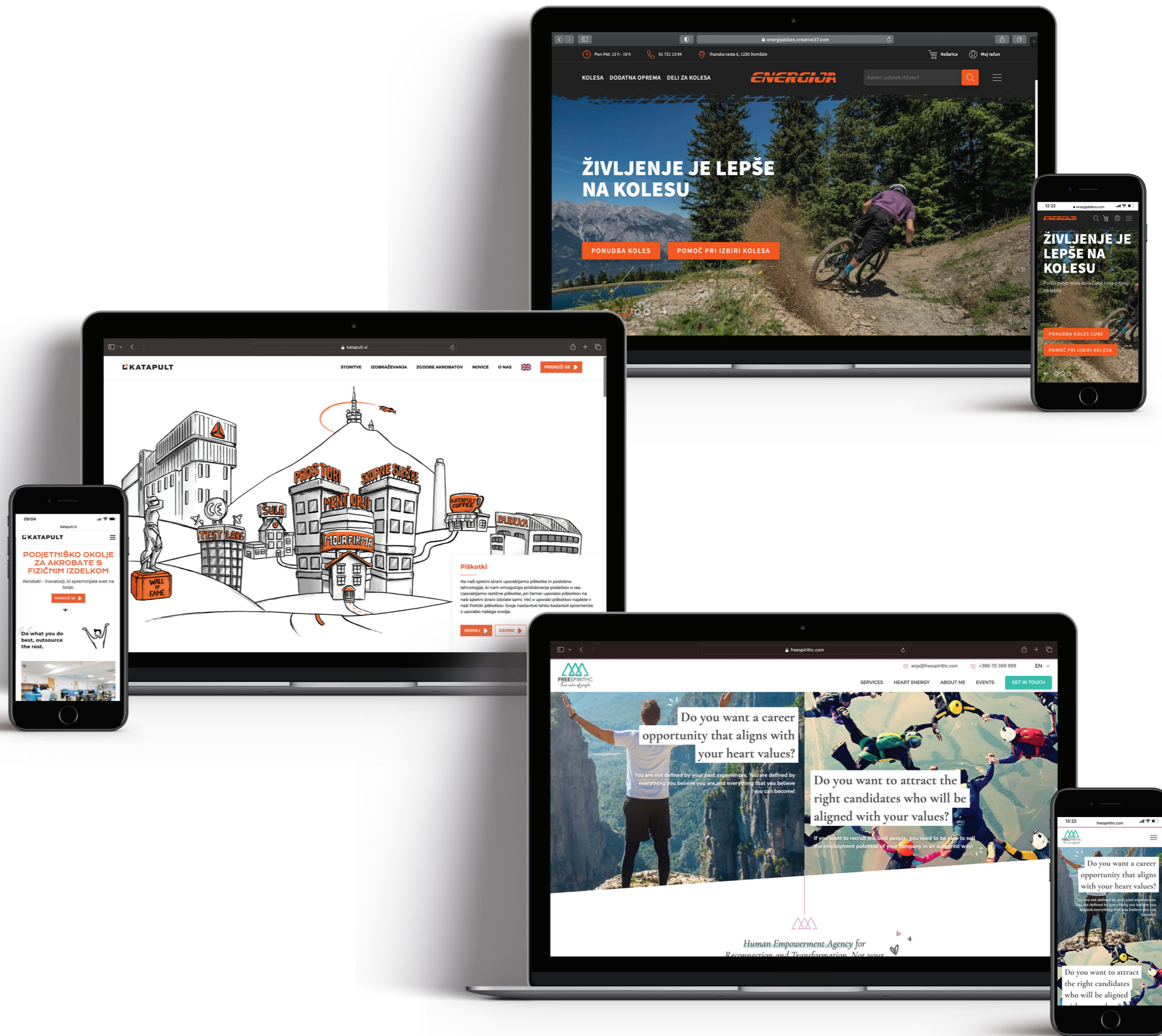
katapult.si

FREE SPIRIT HUMAN CAPITAL

Agency: CREATIVE37 d.o.o.

Free Spirit Human Capital is a personnel agency with heart. My task was to redesign the website.

freespirithc.com



THANK YOU FOR
YOUR TIME.

Ana Logar

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 [AnaLogar](#)