


# JURE ZORKO

Senior UX Researcher & UX Designer

I'm a passionate designer with 9 years of experience from Ljubljana, Slovenia, excited by technologies such as AI, AR, VR, Web 3.0 and Blockchain. I believe we should always learn and improve ourselves.




## Work experience



**Lead UX Researcher & UX Designer**  
Epilog Ljubljana, Slovenia  
Mar 2023 - Present

epilog.net


I'm currently leading the UX research & Design for a logistics CRM Software in a **team of 18 people and 2 designers**. Part of a logistics giant, Knapp.



**Lead UX Researcher & UX Designer**  
Sparkasse Ljubljana, Slovenia  
Feb 2020 - Mar 2023

sparkasse.si


I redesigned the **mobile banking app** based on usability testing with 6 participants. After 6 user interviews and usability tests with bank employees, I redesigned the **CRM for real estate loans** and shortened the client input time by about 20%.



**Lead UX Researcher & UX/Service designer**  
Zoor Ljubljana, Slovenia  
Sep 2019 - Mar 2023

zoor.si


I designed **custom build Websites & Branding books** in close connection to Interior Design for different companies, such as stelnik.si and kostelska-avantura.si



**UX/Product designer**  
Kriptomat Ljubljana, Slovenia  
Oct 2020 - Dec 2020

kriptomat.io

My task was to **redesign one of the main product pages - a single crypto coin data**. Example: kriptomat.io/cryptocurrency-prices/bitcoin-btc-price/



**UX/Product designer**  
Eligma / GoCrypto Ljubljana, Slovenia  
May 2019 - Aug 2019

elly.com


I created app architecture, wireframes, prototypes and handoff to developers for a **POS terminal (present in 1000+ locations worldwide)** and a CRM for store owners.



**Lead UX & Graphic designer**  
Belak Ljubljana, Slovenia  
Mar 2019 - Apr 2019

belak.si


My assignment was to set KPIs and improve them. With smart UX email layouts, we managed to improve certain **email marketing campaign open rates from 35-40% to over 50%** and **click-through rates from 40-45% to about 60%**.



**UX/UI designer & Wordpress developer**  
Webtim Ljubljana, Slovenia  
Aug 2018 - Mar 2019

webtim.si

I was employed with a wish to **improve UX processes in creating modern Wordpress websites**. I held client meetings, drafted websites, designed and developed websites, did SEO and technical support.




**UX/UI designer & Wordpress developer**  
Jure Zorko Ljubljana, Slovenia  
Sep 2015 - Aug 2018

jurezorko.com

I designed digital and print designs, and I developed Wordpress websites.  
Link to my website: <https://jurezorko.com>

## Additional Engagement




**UX Lisbon, Europe's biggest UX Conference**  
I participated in Europe's largest training conference. I shared lectures and workshops in the field of UX with UXers from Google, Facebook and Instagram.

ux-lx.com



**Front-end & back-end programming course**  
Successfully completed a 9 month workshop on HTML, CSS, Python and Javascript





smartninja.si



**UX Government Workshop facilitation - Service Design**  
Education and facilitation of co-creative processes (service design) for Government Employees, introducing possibilities of digital transformation.


servis8.com



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## Education




**Conduct UX Research and Test Early Concepts**  
Research focused part of Google UX Design Course  
Dec 2023 - Jan 2024

coursera.org



**Google UX Design Professional Certificate**  
6 month Professional UX course  
May 2022 - Oct 2022

coursera.org



**Faculty of Architecture**  
Finished 4 semesters in Architecture planning  
Oct 2012 - Aug 2014

fa.uni-lj.si





## Skills

- UX research
- UI/UX design
- Service design
- Digital Strategy
- Branding & Art Direction
- 3D design






## Products

- Mobile, Web, CRM design
- Wordpress development
- Search engine optimisation
- Email marketing
- Logo & Packaging Design
- 3D models & renders






## Coding

	HTML	Intermediate
	CSS	Intermediate
	Javascript	Basic
	Python	Basic

## Languages

	Slovenian	Native language
	English	Full professional proficiency
	Serbo-Croatian	Full professional proficiency
	German	Limited working proficiency
	Italian	Limited working proficiency

## Interests

-  **Gaming**  
Action, Shooter, Adventure, Fantasy, Strategy
-  **Books & YouTube**  
UX, AI, Web 3.0 , Blockchain, Psychology, Business
-  **Sports**  
Cycling, Climbing, Football, Swimming, Dancing
-  **Photography**  
Architecture, Interior Design, Product shots
-  **Chess**  
International Chess Master, FIDE trainer