

# MARINA MARKUS

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UX/UI DESIGNER



## ABOUT ME

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Behind every great user experience is a lot of hidden complexity. My job is to do the heavy lifting: untangling messy workflows and transforming them into intuitive, accessible products that feel entirely obvious to the user. With roots in photography and visual storytelling, I bring a sharp eye for composition, hierarchy, and human emotion to digital design, but I always ground my work in research and business objectives. I love partnering closely with developers and product teams to build scalable solutions that look beautiful and work flawlessly for real people.

## EDUCATION

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### Master in Audiovisual Arts / Cinematography

University of Arts, Belgrade  
Faculty of Dramatic Arts  
2007-2012

## LANGUAGES

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English - Advanced  
Spanish - Intermediate  
Italian - Beginner  
Serbian - Native

## HOBBIES

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Painting ★☆☆☆☆  
Tattooing ★★☆☆☆  
Pottery ★★☆☆☆  
Assembling IKEA ★★★★★

## WORK EXPERIENCE

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### Senior UX/UI Designer

Holycode / Bucherer AG  
February 2024 - 2026

Bucherer AG - Swiss luxury watch and jewellery house, part of the Rolex Group. Designed the e-commerce experience, watch market value tracking, notification center and interest alerts. Translated heritage codes into a quiet digital language for a high-end clientele. Introduced the jewellery category, reshaped how collectors add valuables to their collections, and established scalable WCAG-aligned accessibility standards across the platform.

### UX/UI Designer

Kroon Studio / Trainerize / ABC Fitness Solutions AG  
Jun 2021 - February 2024

ABC Fitness - A US-leading FitTech company. Redesigned the entire member-facing app and built a highly customisable design system tailored to different club needs and branding. Wrote briefs, scoped features, and proposed design solutions grounded in user research and customer behaviour. Integrated Trainerize, the trainer-focused product, into ABC's ecosystem of clubs, memberships and white-labelled business models.

### UX/UI Designer

Self Employed  
2020 - 2021

The year I switched industries, started independent work and figured out how design actually works in practice. Business goals, user needs, shipped features. One at a time.

### Franchise Owner / Manager

Vista Photography SL, Andalucía, Spain  
2016 - 2023

Fine art portrait photography studio. Ran an independent branch end-to-end: HR, marketing, customer service, logistics, admin and finance. Coached and mentored photographers, driving performance, retention and professional growth across the team.

### Photographer and Videographer

Self Employed  
2007 - 2020

Diverse storytelling through photography and video.