

Danijel Kurinčič

Lead / Senior UX designer for Automotive and embedded projects

I am interaction designer with a T-shape array of design skills: specialized in Interaction design and proven experience in design research and digital product development. My business background, creative mindset applied with design thinking methods, aptitude for hi-tech products combined with great curiosity and empathy for users, enables me to deliver outstanding UX concepts especially for embedded, HMI and automotive.

ACHIEVEMENTS

Delivered UX concept for CID and Cluster of Sono Motors Solar Electric Vehicle

Delivered a number of experience prototypes for BMW

HMI design ideation and graphic design for motorbike cockpits for KTM

7 yrs experience in web&mobile UX and HMI Interaction design

Numerous user qualitative user research projects, 100 interviewees 3 years as a freelancer

EXPERIENCE

Sono Motors · Lead UX Designer Infotainment

JULY 2021 - PRESENT

Concept design CID for Android Auto projection in AAOS

Concept design for Instrument cluster incl. ADAS

Prototyping in ProtoPie, Design documentation in Confluence

PwC IXDS · Senior Designer

MARCH 2018 - APRIL 2021

Conceptual design of onboard UX for BMW

Prototyping, storytelling, presenting UX

Design Delivery for BSH

Kiska GmbH · Interaction designer

JUNE 2016 - JUNE 2017

Conceptual design for future motorcycle cockpit

Graphical design for motorbike TFT instrument

Freelance · UX designer, user researcher

FEB 2013 - JUNE 2016

Dealing with clients, product advisory

Information architecture, UX for web, mobile

Interaction design, HMI for industrial touchscreens

D.Labs · UX designer

OCT 2009 - JAN 2013

UX design, dedicated ecommerce UX development for 3 years, several UX projects in London

SKILLS

Deep dive & concept development

Producing a big number of concepts extremely fast, running them through creative audit process and delivering the best.

Prototyping & user testing

ProtoPie, Figma, HTML, click dummy prototyping and animations and testing with users.

User & Design research

Qualitative and quantitative user research, desk research, inspiration and competitor research, stakeholder interviews, feeding in to design process

Design documentation & implementation

Productive iterative creative teamwork process with with graphical designers; supporting developers into implementation.

EDUCATION

Masters in Business Informatics

Faculty of Economics, University of Ljubljana, Slovenia

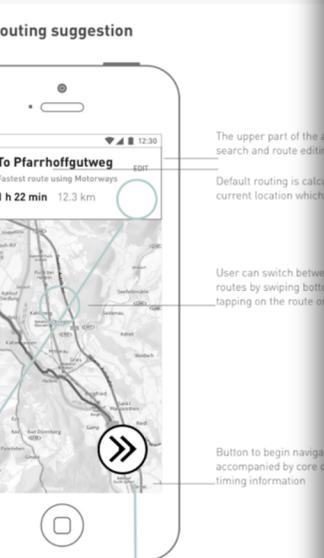
9 semesters, 240 ects

Hi-tech Management and marketing

Jyvaskyla University of Applied Sciences Jyvaskyla Finland

Erasmus Exchange, 2 semesters

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INTERESTS

Technology & Science enthusiast

I absolutely adore technology and how it changes the world. For me the years 2020 and 2021 was not the year of pandemic, but of Tesla, James Webb Telescope, E-bikes boom and

Sports and outdoors lover

Nature is everything to me. I sail in the vast Croaitan seas, I ride bike in woods, I ski-tour over snowy horizons, I climb Austrian three thousands and I kayak whatever water I see.

Music addict

I play several instruments and produce digital music. I have made my own drumset at 13, played in bands all my youth and kept music as my inspirational source and addiction ever since.

People enthusiast

I adore people: their passions, interactions, emotions, perceptions on life. I live about enthusiasm of people around and I am addicted to their laughs.

RECOMMENDATIONS

Adam Lawrence | Work Play Experience

“I have worked with Danijel several times in the context of the Global Jams and JamJams, and each time has been a great joy. Wherever I encountered a group of Jammers who were highly engaged and highly creative, Danijel seemed to be at the centre of it - sharing his energy, focus and perspectives while electrifying the group and pumping out original ideas. I would not hesitate to work with him again, and warmly recommend him to all colleagues.”

Mitja Mavsar | D-Labs

“Danijel is one of the most interesting people I’ve ever known. When I met him he was an enthusiastic junior programmer at Innovatif. His passion for users, usability and concepts made him really special among other coders who were mainly interested in how the code works. Danijel is a fast learner, enthuasuastic about the latest web trends and extremely good at brainstorming new concepts. He has a huge potential to become a star in the fast growing field of UX.”

Beno Rudolf | D-Labs

“Probably one of the best and most passionate UX experts out there. Danijel, with his almost insane knowledge, strives on making the best user-centered products that always prove to be outstanding solutions.”

Jugoslav Petkovič | Entrepreneur

“Danijel is quite simply one of the smartest people I know, period. He’s a tireless advocate of the user and he’s not afraid to ask tough questions. In fact, I’m pretty sure he enjoys them the most. Those questions and his dedication to understanding and achieving your goals make him an invaluable part of your product.”

Cica Gajić Grabovac | CMO at SimplLabs

“Danijel is definitely one of the most interesting people I know. I had a pleasure to work with him on a app dev project. He conducted a short usability testing with our apps that proved to be useful when we updated the interface. This provided us with some additional user insight and proved some hypotheses we had: on the end it all contributed to a successful app re-launch on iPhone and android with better sales results. Besides being an expert in UX, he is also one of the best copywriters I’ve had a chance to work with.”

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