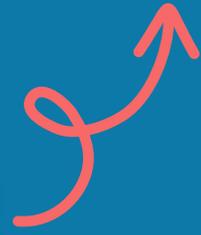**Hej!** Hej!

my name is

Lucija Cetin

i'm a self-taught

UI Designer

why I'm a valuable asset

I approach every challenge with an exploration phase. See what's out there, get a feel for it, where are the limits and what do they look like. What are the rules that can maybe be broken?

I educate myself on the topic so I can empathise with its perspective and learn from it. It makes me a better person, a better designer and a better problem solver. I am good at understanding several viewpoints and finding a solution that benefits everyone.

I strive to absorb as much knowledge as possible from the people around me and experiences. Consequently working in a team takes my enthusiasm to create valuable products to a whole new level.

Dream Catcher

Dream Catcher is a dream journaling app designed to log and analyse your dreams quickly and efficiently.

It's hard to come by a dream logging app that would focus on its purpose without too many features. The ones available are either too complicated, have to many steps or haven't been updated in a long time.

The goal was to create a simple, useful and pleasant dream journaling app that helps users understand their dreams by encouraging them to continuously write them down and analyse them.
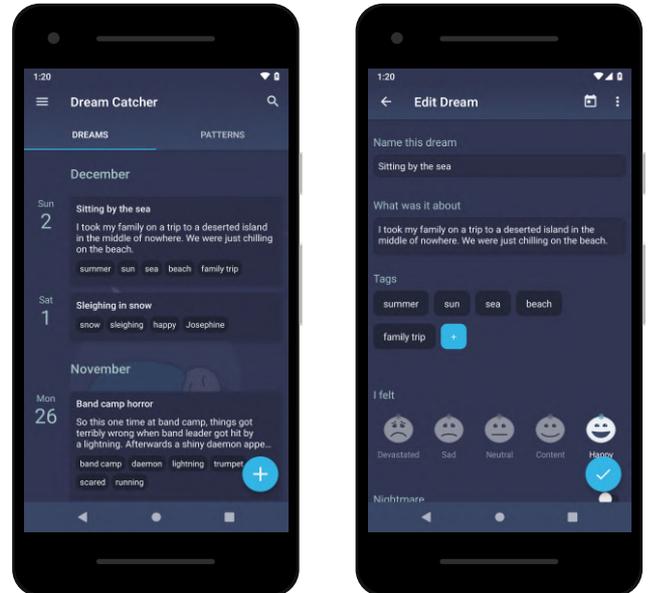
Target user is anyone interested in their dreams, to understand or make sense of them, or trying to achieve lucid dreaming.
The focus in on ease, simplicity and relative speed. Keeping a hand written journal takes more time to write down and harder to analyse dreams.
Users are interested in finding more about themselves and their dreams patterns.
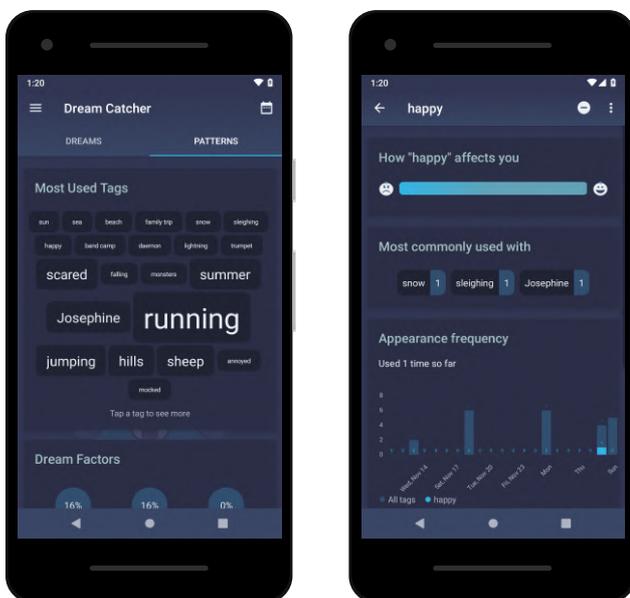
As this was a personal project with my own goal to learn design, my tasks as a designer ranged from creating the product icon and all app UI elements, through wireframing, mockuping, defining UX behaviour, all the way to Play Store presentation materials.

In close collaboration with native Android developer I was able to exchange instant feedback on my work and improve where needed.
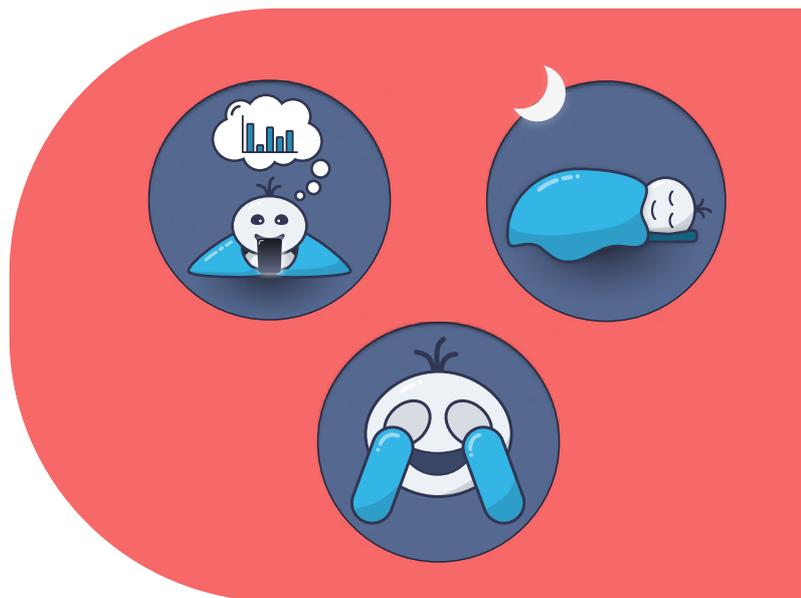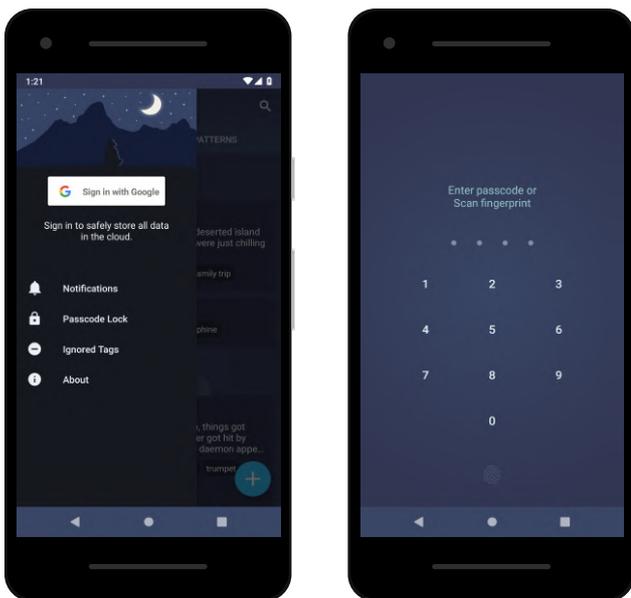
Dream Catcher

The project began with brainstorming and sketching rough ideas of what the product will have and offer. Because we couldn't conduct actual user research, we explored what competing products had and what their users missed.

We decided that two main parts of the app will be dreams list with simple and quick *'add dream'* element and patterns section where user can look into their dreams from a fun analytical perspective.

One of the challenges we faced was deciding on amount of information user could enter. For example, emotion spectrum is broad and there could easily be 5 or more emotions to choose from. But that could overwhelm the user and even disturb the flow of adding a dream, while app's main property is simplicity.

With basics covered I started wireframing initial screens. With feedback from Android developer I created mockups which were later further revised until final designs.

The app is continuously updated based on user behaviour from analytics and feedback.

Dream Catcher is currently best rated and most popular app in its category with over 100.000 installs.

Jotr

Jotr is simple, easy and no-fuss app to quickly jot, draw, scribble, sketch or write whatever you need the moment you open the app and erase with one tap.

In its core, Jotr exists for people whose main priority is to communicate bits of information to others quickly and smoothly, for example older people with speaking disabilities.

Often opening and setting up a writing app takes too long and text is too small, particularly when the message is short and simple and the receiver isn't right next to the user.

Secondary users are people who just want to draw or play pictionary or charades. For both the most important feature is simplicity and speed of use.

Idea for Jotr came about when we were faced with frustration that many drawing apps were full of unnecessary steps to get to a clean surface and draw or write whatever you need.

While that might be bearable, starting from a clean surface was several taps away. Too much setting up to just sketch.

The goal was to create an app that is ready to be used from the moment you open it and starting over from a clean screen was one tap away.

Additional features of the app are kept to a minimum and in favour of fast and easy use.

Lucija Cetin   lucija@coffeeandlux.com

Jotr

My role was to do a complete redesign of the app, remove unnecessary elements, design a clean UI, come up with color palette that works in light and dark mode and lastly create Play Store presentation materials.

I started by copying main screens of the old design in the form of wireframes and worked from there by taking away unnecessary elements and polishing up the existing look. The app was already very minimal and it had good structure so it didn't need a very extensive redesign.

As Jotr is an app with no copy on the main screen or menu, it was important to use and design icons that communicate clearly and undoubtedly about what they do. That aspect was taken into consideration at the very beginning of planning what features app will have.

Due to its simplicity, Jotr is the app of choice for users with laringectomia in the Balkans region.

Lettering

One of my side projects that is doing hand lettering pieces.
It represents an interesting combination of learning about typography and playful exploration of styles and compositions. I put on some music and lose the track of time whenever I dive into drawing a new piece.
My pieces range from drawing drop-cap letters to quotes all composed into interesting and eye-catching designs.

My goal is to progressively get better and someday see my work come to life in the real world.