

GENTIANA MALOKU

UI/UX Designer | Web, Mobile & B2B SaaS

Prishtina, Kosovo · Gentiana.maloki@gmail.com · [Portfolio](#) · [LinkedIn](#)

PROFILE

UI/UX Designer with about three years of hands-on experience across UI/UX, web, and visual design. Experienced in designing responsive websites, product interfaces, and digital experiences across B2B SaaS, ecommerce, healthcare, hospitality, retail, and automotive. Skilled at translating complex requirements into clear information architecture, user flows, prototypes, and developer-ready UI systems. Currently working as UI/UX Designer & Creative Lead at Attributy, owning work across product UI, website design, and performance-informed campaigns in close collaboration with marketing and engineering.

CORE SKILLS

UX & Product: Stakeholder discovery, user research, usability testing, heuristic evaluation, user flows, information architecture, wireframing, interaction design

UI & Systems: Figma, Auto Layout, components and variants, variables and tokens, responsive design, high-fidelity UI, interactive prototyping, design systems, micro-interactions, accessibility and WCAG-aware design

Visual & Marketing: Adobe Photoshop, Adobe Illustrator, Adobe XD, brand identity, typography, iconography, campaign and social design, A/B creative iteration, SEO fundamentals

Collaboration: End-to-end project ownership, developer handoff, design QA, stakeholder presentations, cross-functional teamwork

AI-assisted Workflow: Figma AI / Make, Figma MCP, Claude, ChatGPT, Midjourney, Adobe Firefly, Claude Code, v0

EXPERIENCE

Attributy Prishtina

Sep 2025 - Present

UI/UX Designer & Creative Lead

- Led the end-to-end redesign of Attributy's website, from content structure and information architecture through high-fidelity UI and developer handoff, making complex attribution and AI concepts easier to understand.
- Contribute to the product interface alongside website and campaign work, turning analytics, budgets, and channel data into clear, actionable UI and visual communication.
- Built a reusable creative system for LinkedIn, Meta, Google, and other social channels, supporting approximately 20 campaign concepts, pages, and creative variants with greater cross-channel consistency.
- Use LinkedIn and cross-channel performance insights and A/B test findings to iterate creative direction, messaging hierarchy, and visual treatments.
- Collaborate with marketing and engineering to align business goals, user clarity, responsive behavior, and implementation quality.

Freelance Remote

2022 - 2025

Graphic & UI/UX Designer

- Owned discovery, information architecture, wireframes, high-fidelity UI, interactive prototypes, reusable UI libraries, and developer handoff for ecommerce, booking, healthcare, hospitality, and service projects.
- Redesigned the mobile-oriented booking journey for Kosova Trade Rent a Car, a live platform with a 200+ vehicle fleet, prioritizing airport pickup, price clarity, and account-free booking management.
- Delivered a seven-page ecommerce website for Flori Diamonds, mapping 22 catalogue destinations and integrating certification into the information architecture and trust journey.
- Conducted stakeholder discovery, heuristic reviews, prototype feedback, and usability testing, translating findings into clearer navigation, hierarchy, and interaction states.
- Created responsive component libraries with Auto Layout, variants, variables, and documented states, applying accessible contrast, readability, touch-target, form, and error-pattern practices.

EXPERIENCE

Zero Pozitive Prishtina

Feb 2024 - Aug 2024

UI/UX Designer

- Designed responsive client websites and interfaces across luxury ecommerce, healthcare, hospitality, and retail, including Flori Diamonds, Omega Pharmacy, Mashtra, and Meridian Express.
- Produced information architecture, user flows, high-fidelity Figma screens, and interactive prototypes for web and mobile experiences.
- Created reusable components and implementation-ready specifications, then collaborated with project managers and developers through review, feedback, and design QA.
- Extended client visual identities into consistent website and social-media systems.

SELECTED CASE STUDIES

Kosova Trade Rent a Car - Booking Experience Redesign

Role: UI/UX Designer and Social Media Designer. Redesigned the mobile-oriented search, fleet, reservation, and booking-management journey for a live rental platform, prioritizing airport pickup, transparent pricing, trust signals, and booking without account creation.

[View case study](#)

Flori Diamonds - Luxury Ecommerce UX

Role: UI/UX Designer. Designed a seven-page website and scalable catalogue architecture with 22 destinations, reusable product components, certification-led trust content, and a journey designed to move informed customers from online browsing to the boutique.

[View case study](#)

Omega Pharmacy - Healthcare Web and Mobile Design

Role: UI/UX and Brand Designer. Designed a calm, accessible healthcare experience spanning responsive website interfaces, mobile-app screens, service discovery, and a consistent visual identity.

[View case study](#)

Full portfolio: gentianamaloku.com

EDUCATION

UBT - University for Business and Technology

2024

Bachelor of Graphic Design

Gymnasium 'Kuvendi i Arberit'

2020

Mathematics & Natural Sciences

TRAINING & CERTIFICATIONS

Figma UI/UX Design Essentials - Udemy | Figma Advanced - Udemy | Graphic Design Course - GC Granit
Cernaveri Design Studio | English Language Program - Britannica School

LANGUAGES

Albanian (Native) English (Proficient - C1)