

# Welcome!

name

**Elena**

surname

**Petkovska**

username

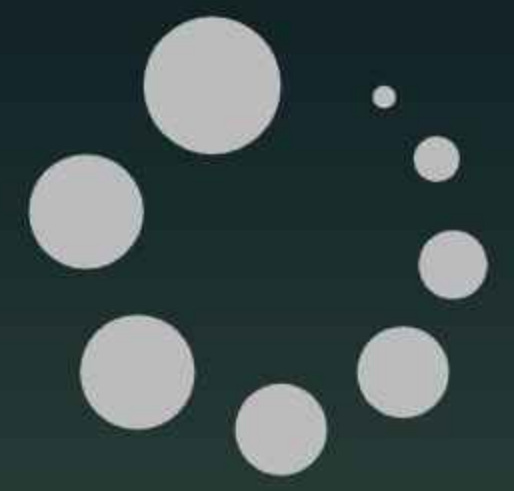
elenapetkovska.com

password

**UX/UI Design and Development** 

**GO TO PORTFOLIO**







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School | Design  
and Tech.

**Login successful!**





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**EquilibriaMeds  
Branding + Page**

**HRAST  
Landing Page**

**OMNILYST  
WordPress Site**

**UX/UI Project  
E-Commerce Site**

**Personal Project  
Front-End Dev**

3%

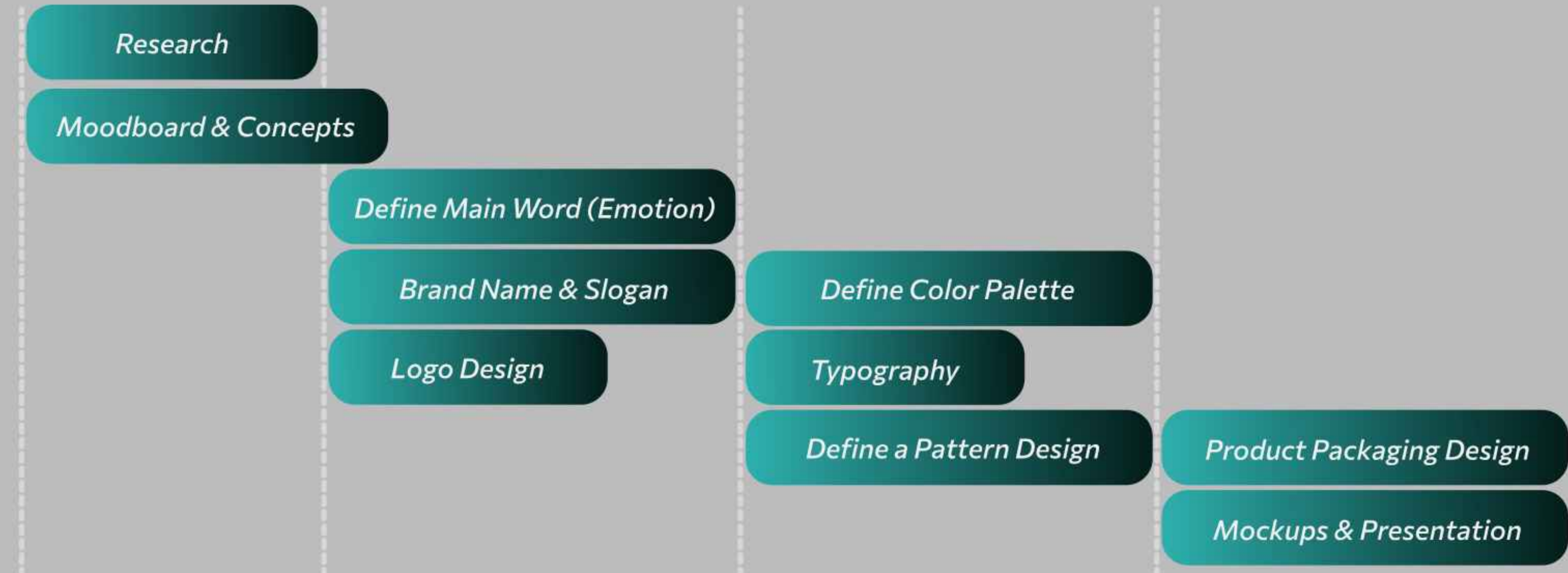


**EquilibriaMeds**





# Brand Designing Process





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13%



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***EquilibriaMeds***



***EquilibriaMeds***



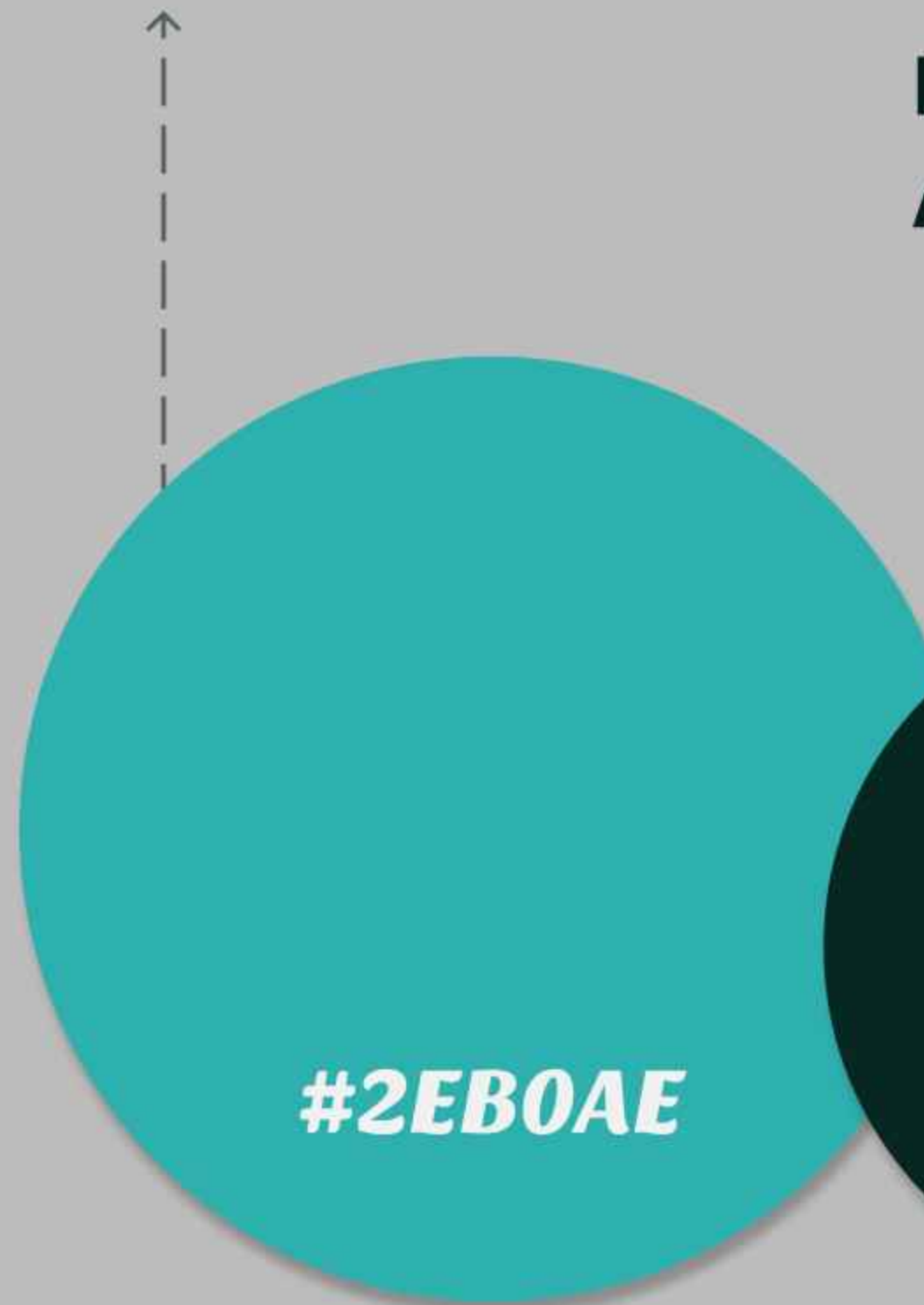
***EquilibriaMeds***



# Color Palette

**Emotions:** Tranquility, Healing, Balance

**Associations:** Natural, Calm, Therapeutic



**Emotions:** Stability, Depth, Natural Harmony

**Associations:** Reliable, Grounded, Harmonious

**Emotions:** Purity, Clarity, Professionalism

**Associations:** Clean, Modern, Transparent



# Typography choice

Sansita One

**Characteristics:**  
*Bold, Elegant, Modern*

**Usage:** *Headings and impactful statements*

**Aa Bb Cc Dd  
Ee Ff Gg Hh  
Ii Jj Kk Ll  
Mm Nn Oo  
Pp Qq Rr Ss  
Tt Uu Vv  
Ww Xx Yy  
Zz**

Roboto Flex

**Characteristics:** *Readable, Versatile, Professional*

**Usage:** *Body text and content*

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz**





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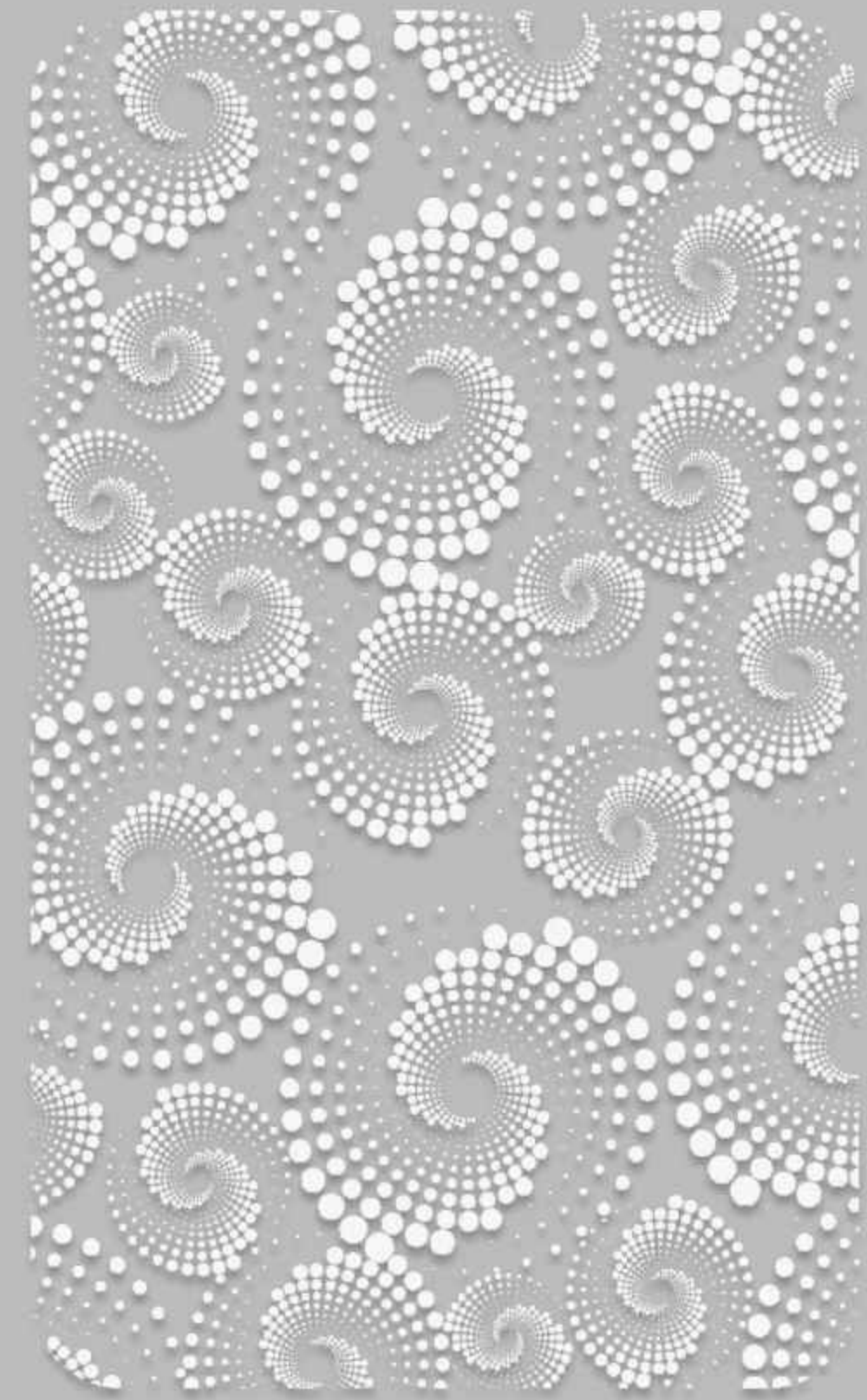
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23%

# Brand Pattern Design



## EquilibriaMeds Branding + Page

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# Social Media Mockups



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Brand Design

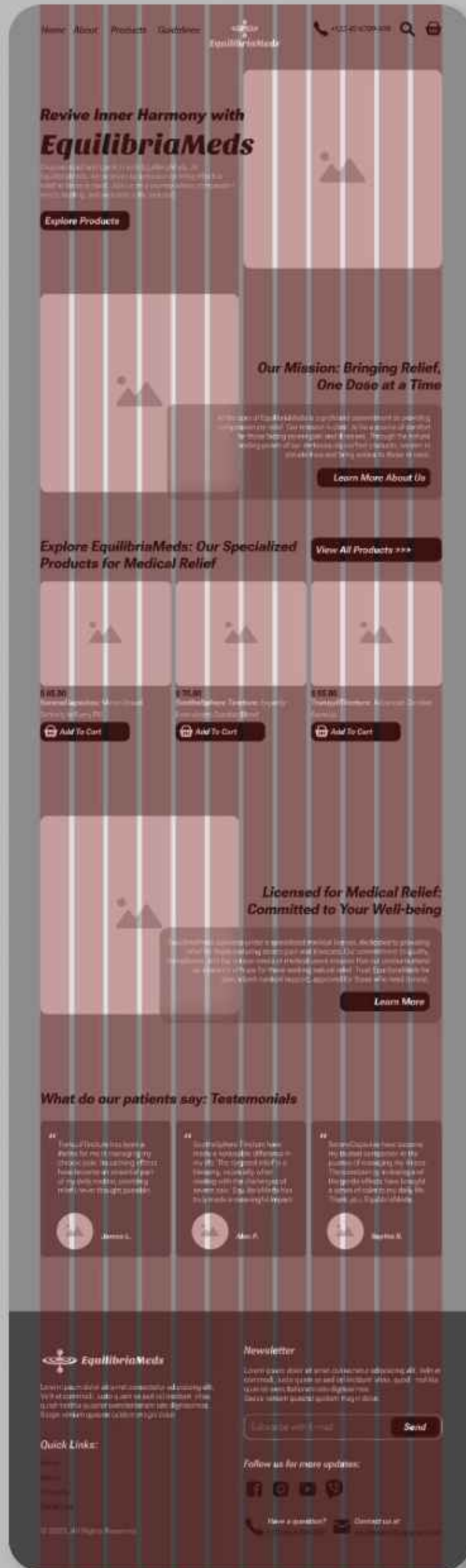
Landing Page Design

HRAST Landing Page

OMNILYST WordPress Site

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Personal Project Front-End Dev



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Brand Design

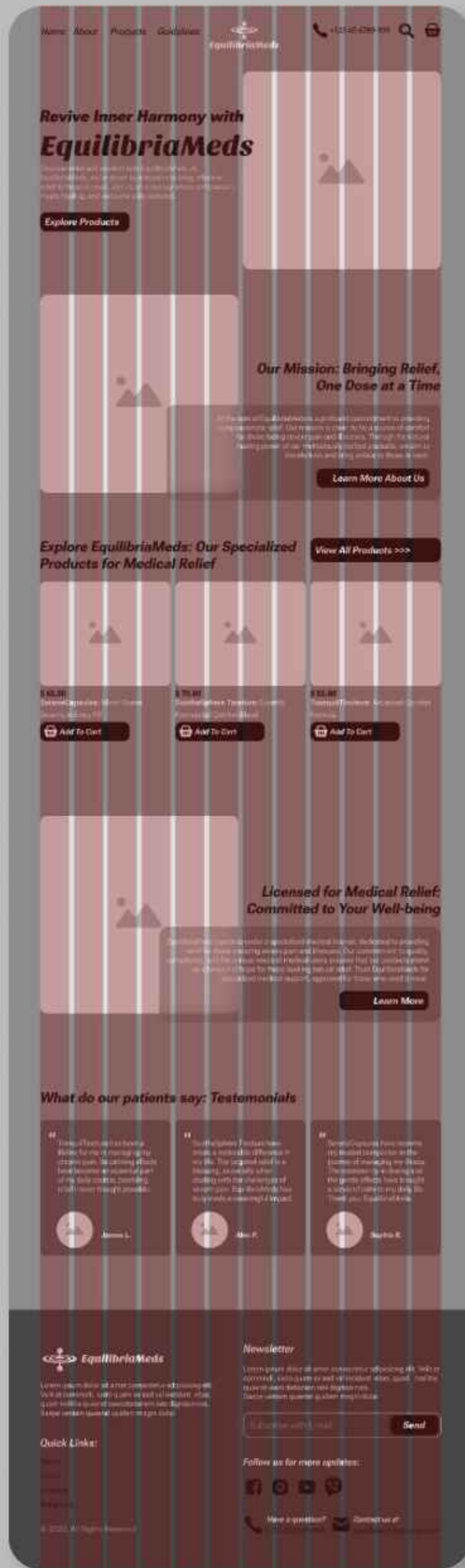
Landing Page Design

HRAST Landing Page

OMNILYST WordPress Site

UX/UI Project E-Commerce Site

Personal Project Front-End Dev



**Licensed for Medical Relief: Committed to Your Well-being**

EquilibriaMeds operates under a specialized medical license, dedicated to providing relief for those enduring severe pain and illnesses. Our commitment to quality, compliance, and the unique needs of medical users ensures that our products stand as a beacon of hope for those seeking natural relief. Trust EquilibriaMeds for specialized medical support, approved for those who need it most.

[Learn More](#)

## What do our patients say: Testimonials

“ TranquilTincture has been a lifeline for me in managing my chronic pain. Its calming effects have become an essential part of my daily routine, providing relief I never thought possible.

James L.

“ SootheSphere Tincture have made a noticeable difference in my life. The targeted relief is a blessing, especially when dealing with the challenges of severe pain. EquilibriaMeds has truly made a meaningful impact.

Alex P.

“ SereneCapsules have become my trusted companion in the journey of managing my illness. The consistency in dosing and the gentle effects have brought a sense of calm to my daily life. Thank you, EquilibriaMeds.

Sophia R.

**EquilibriaMeds**

Quick Links:

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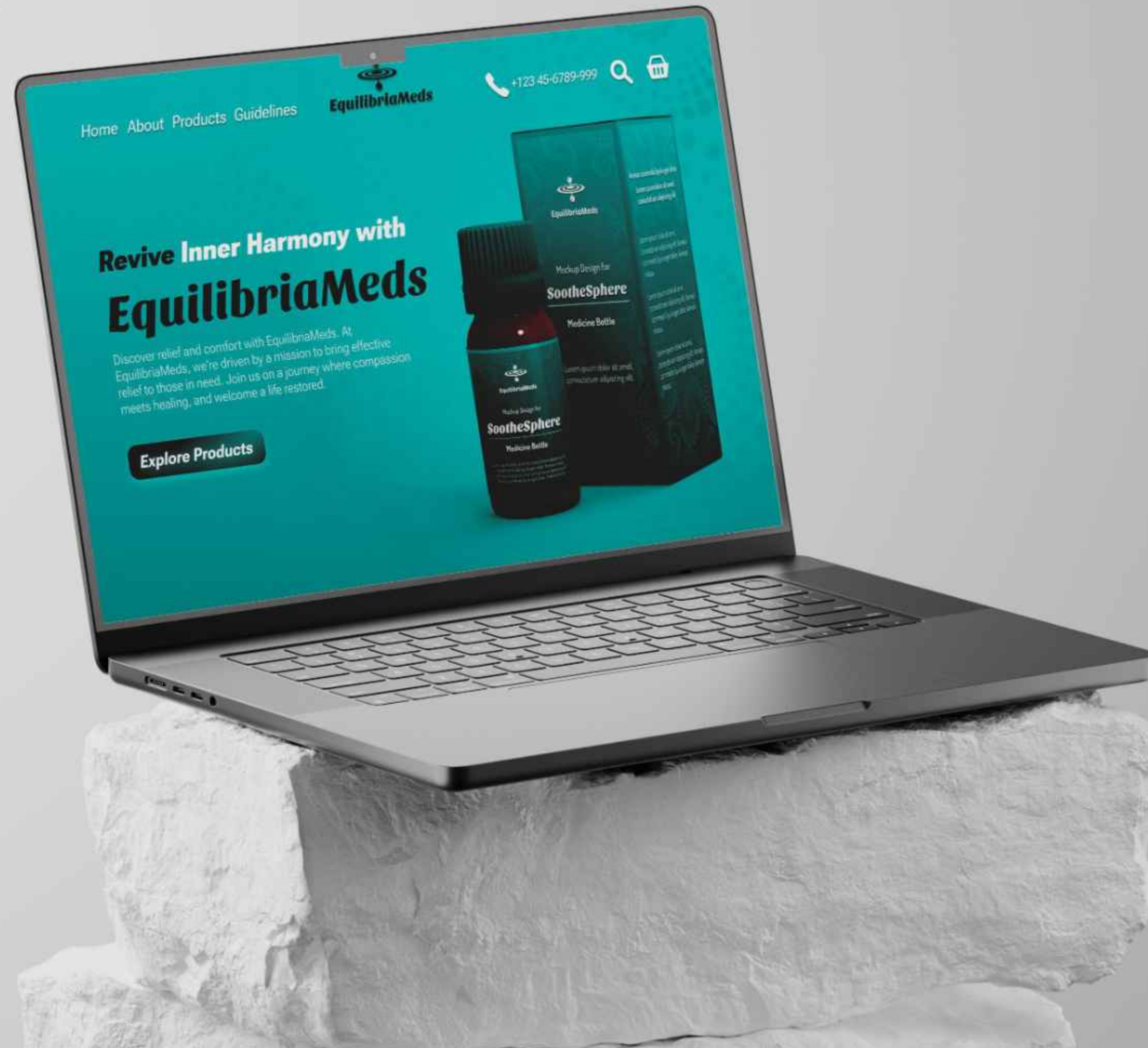
**UX/UI Project  
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43%

# Product Landing Page Design

## [Link to Page](#)





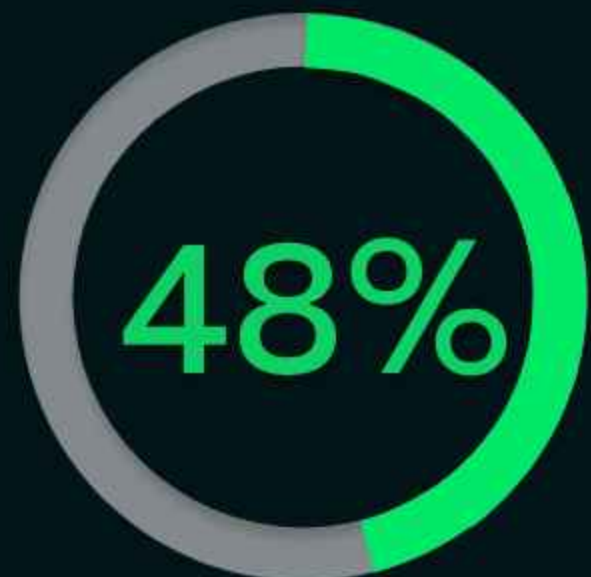
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UX/UI Project  
E-Commerce Site

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Front-End Dev



The screenshot shows the HRAST landing page with a navigation bar, a main hero section with a woman at a laptop, a 'Trusted by many Industry Leaders' section with logos like Nestlé and L'Oréal, an 'Our Model' section, and a 'Explore Our Comprehensive HR Services' section with three service cards: Recruitment & Talent Acquisition, Employee Engagement & Retention, and HR Compliance & Consulting.

The screenshot shows a services and articles page. It features a 'Performance Management' section with a list of services: HR Management, Training & Development, and Employee Relations. Below is a 'Start Building Your Dream Team Today' section with a group of people. The 'Explore our Latest Articles' section contains three article cards: 'The Future of HR: Trends Shaping the Workforce', 'Effective Employee Retention Strategies', and 'Navigating the HR Compliance'. The footer includes a 'HRAST' logo, a 'Learn More' menu, a 'Contact Us' form, and social media icons.



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HRAST  
Landing Page

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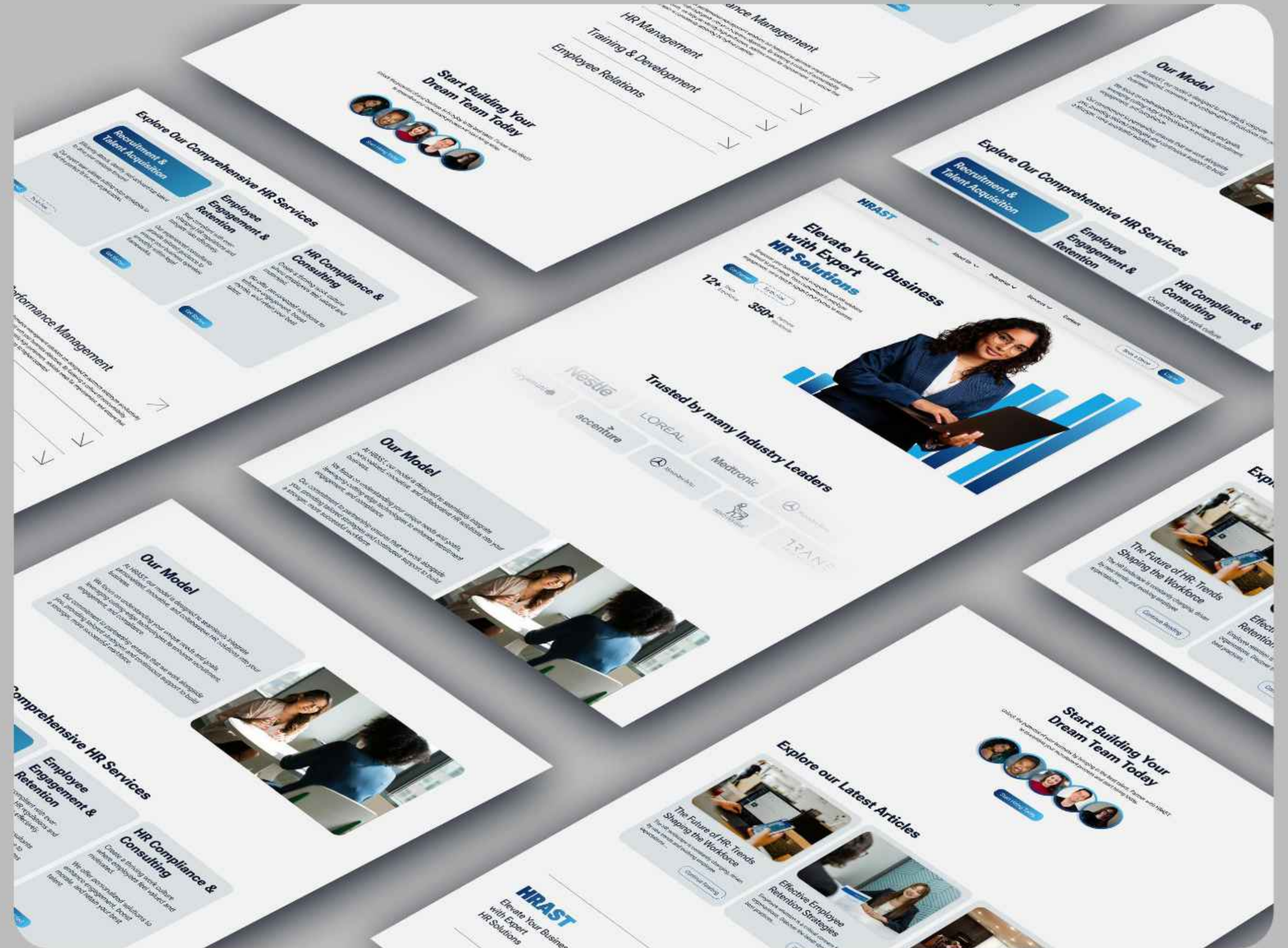
UX/UI Project  
E-Commerce Site

Personal Project  
Front-End Dev

## Project Overview

- Corporate Landing Page Design
- Clean Design
- 7 Sections
- Sticky Header
- Footer

[Link to Page](#)







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HRAST  
Landing Page

OMNILYST  
WordPress Site

UX/UI Project  
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Personal Project  
Front-End Dev

## Project Overview

- Startup Business Landing Page
- Elementor Header
- Elementor Footer
- Responsive Design
- 8 Sections
- Functional E-mail Subscription Form
- Animations
- WordPress Plugins



55%



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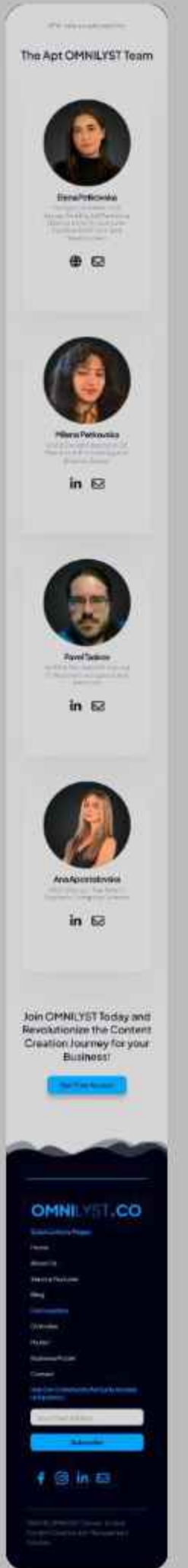
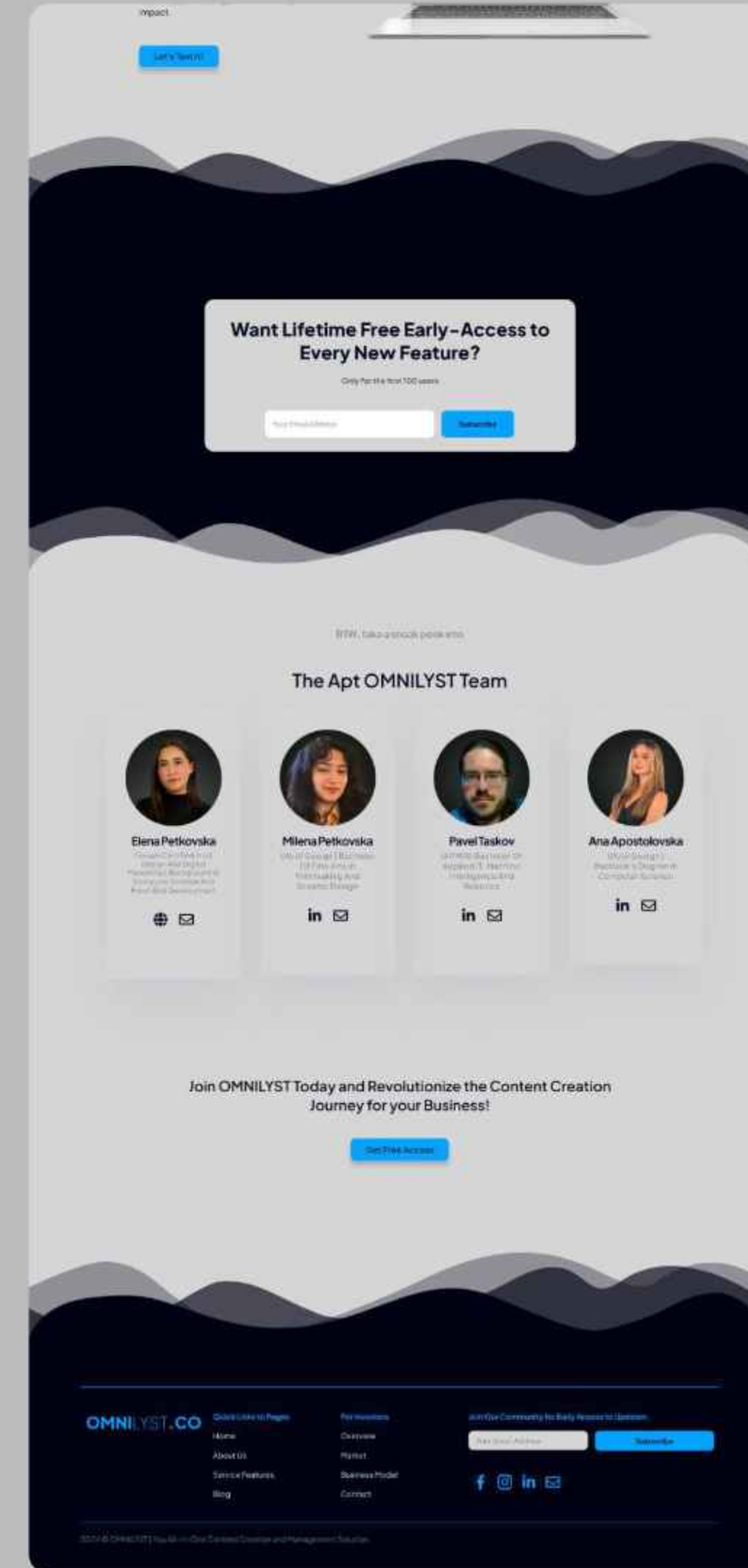
**OMNILYST  
WordPress Site**

**UX/UI Project  
E-Commerce Site**

**Personal Project  
Front-End Dev**

## Link to Website

<https://www.omnilyst.co/>



**2000+  
visitors**



# E-Commerce Artwork **Responsive Web Application** Re-Design

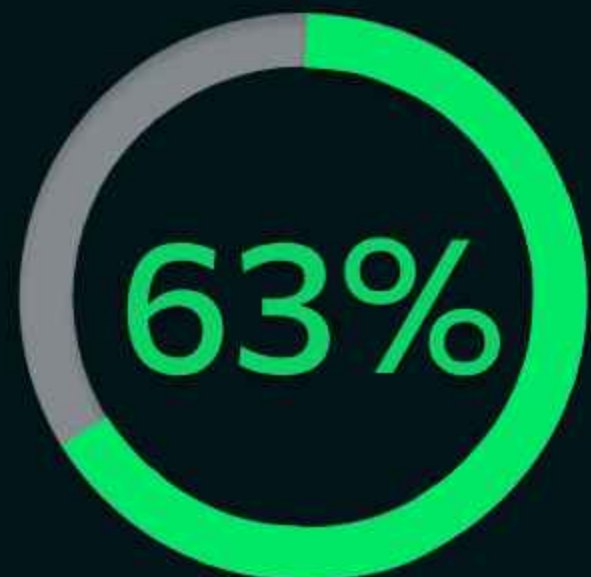
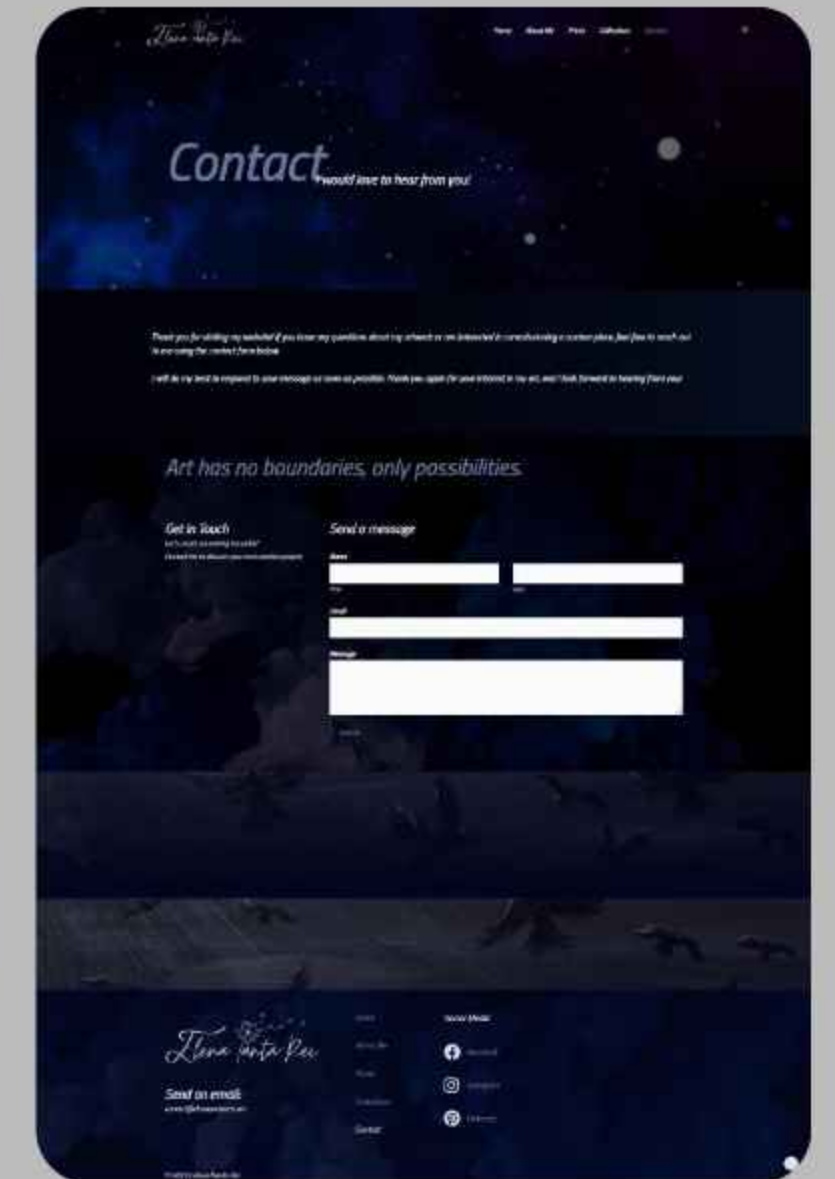
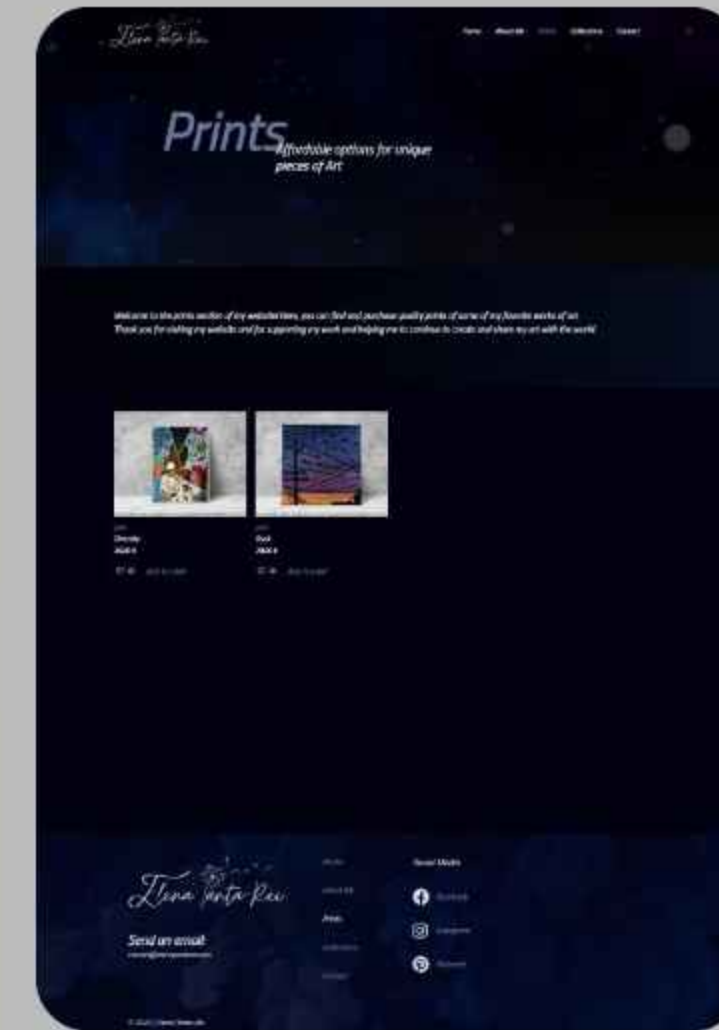
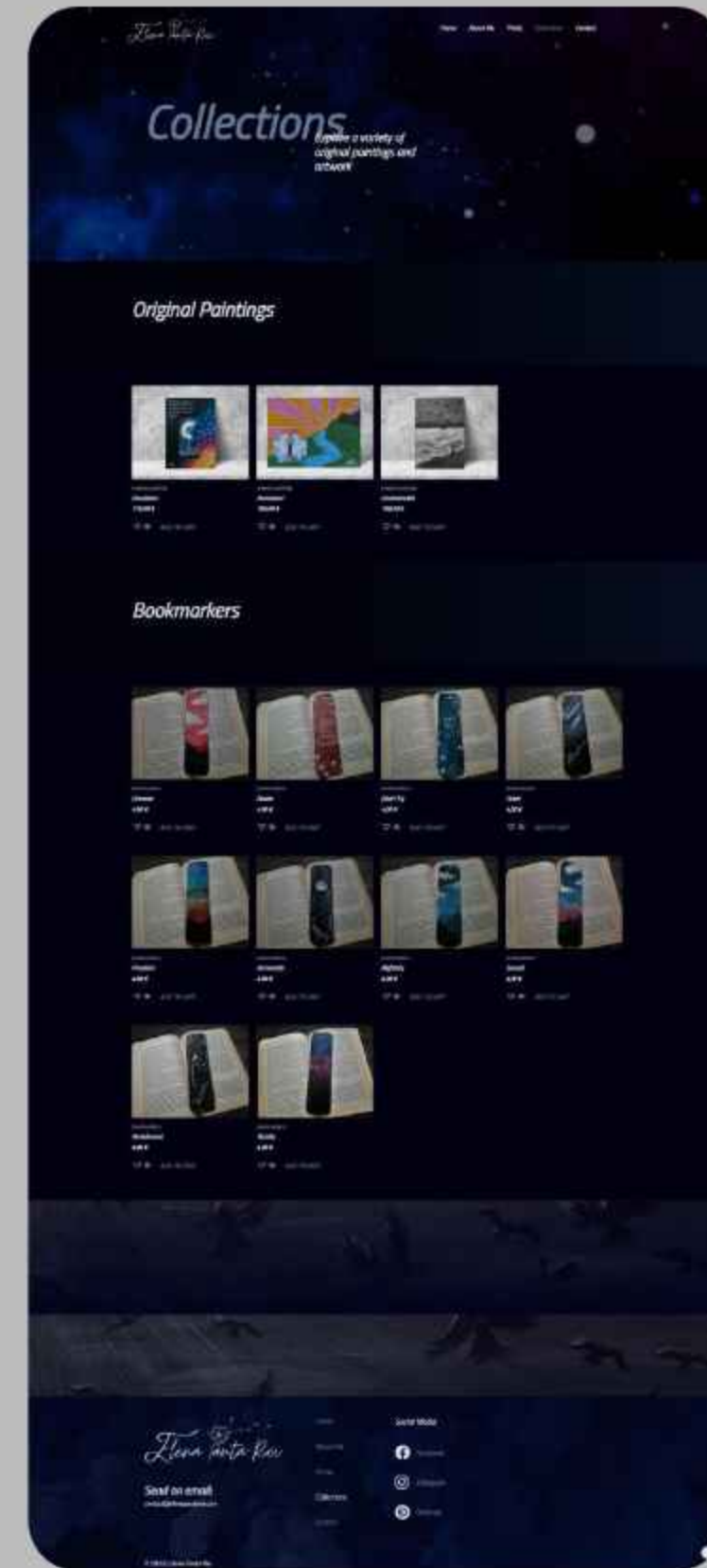
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Personal Project Front-End Dev





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E-Commerce Site

Project Overview

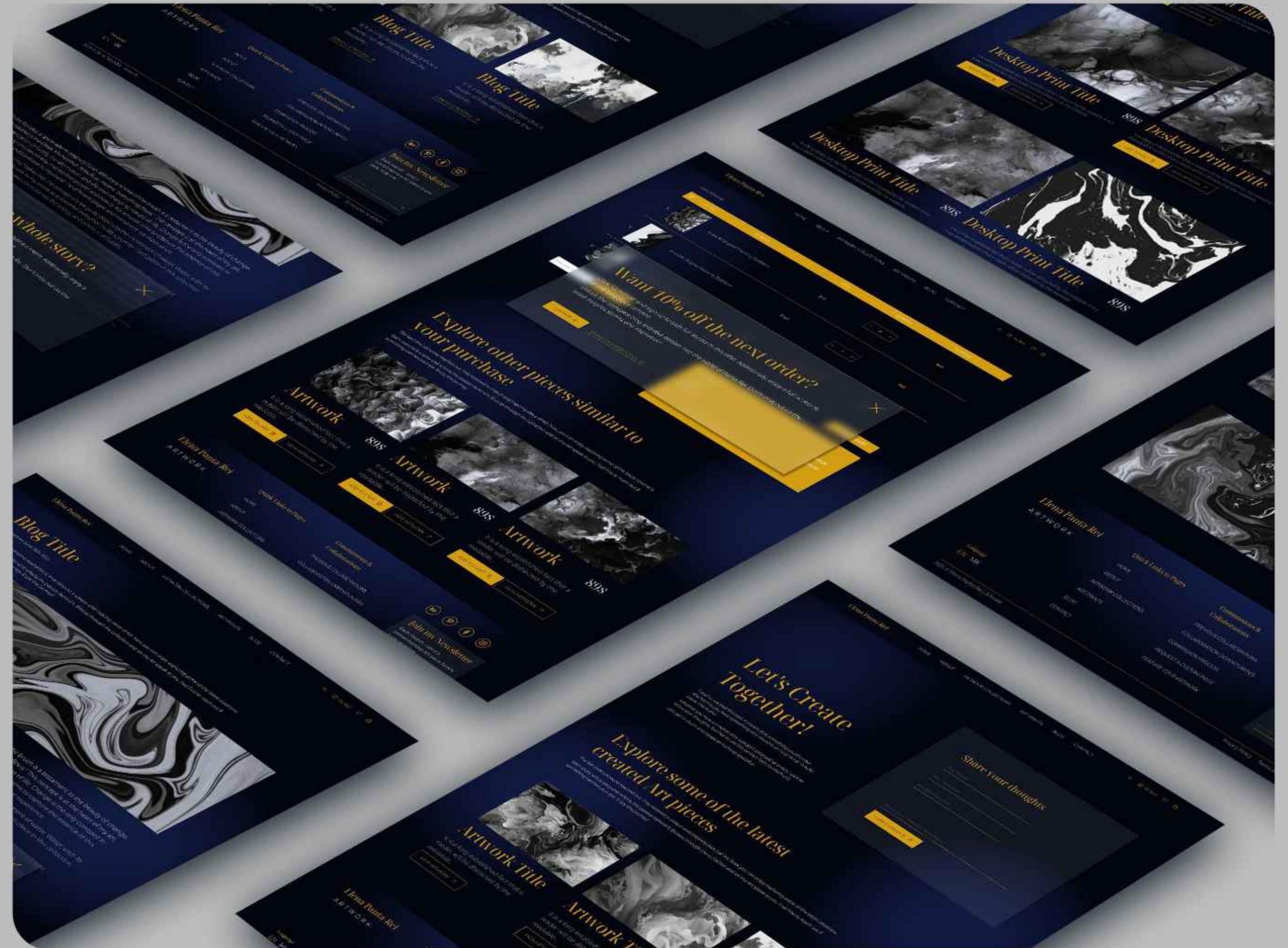
UX Research &  
Design

Design System & UI

Personal Project

## Project Overview

- Design System
- UI Components
- 60 High-Fidelity Wireframes
- 15 Desktop 1920+px Hi-Fi Wireframes
- 15 Desktop 1440px Hi-Fi Wireframes
- 15 Tablet 768px Hi-Fi Wireframes
- 15 Mobile 375px Hi-Fi Wireframes



66%



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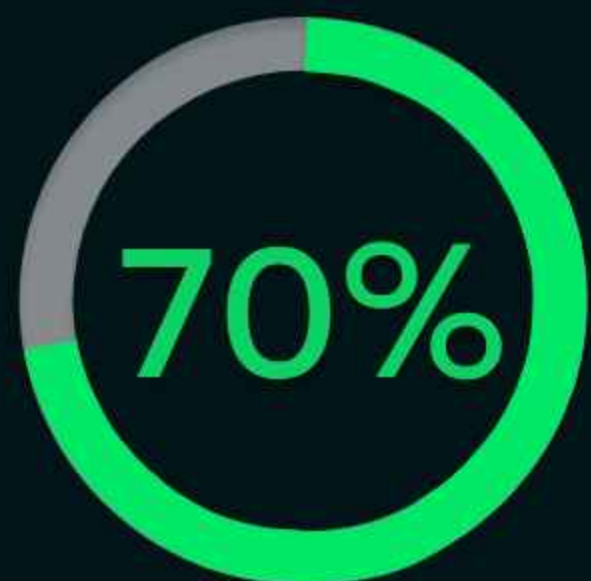
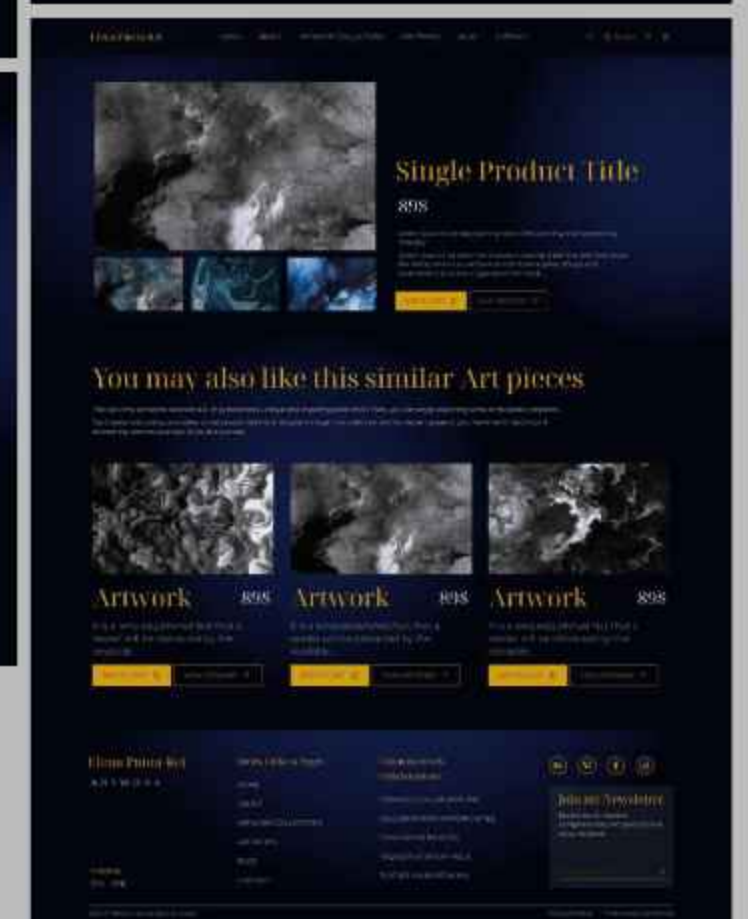
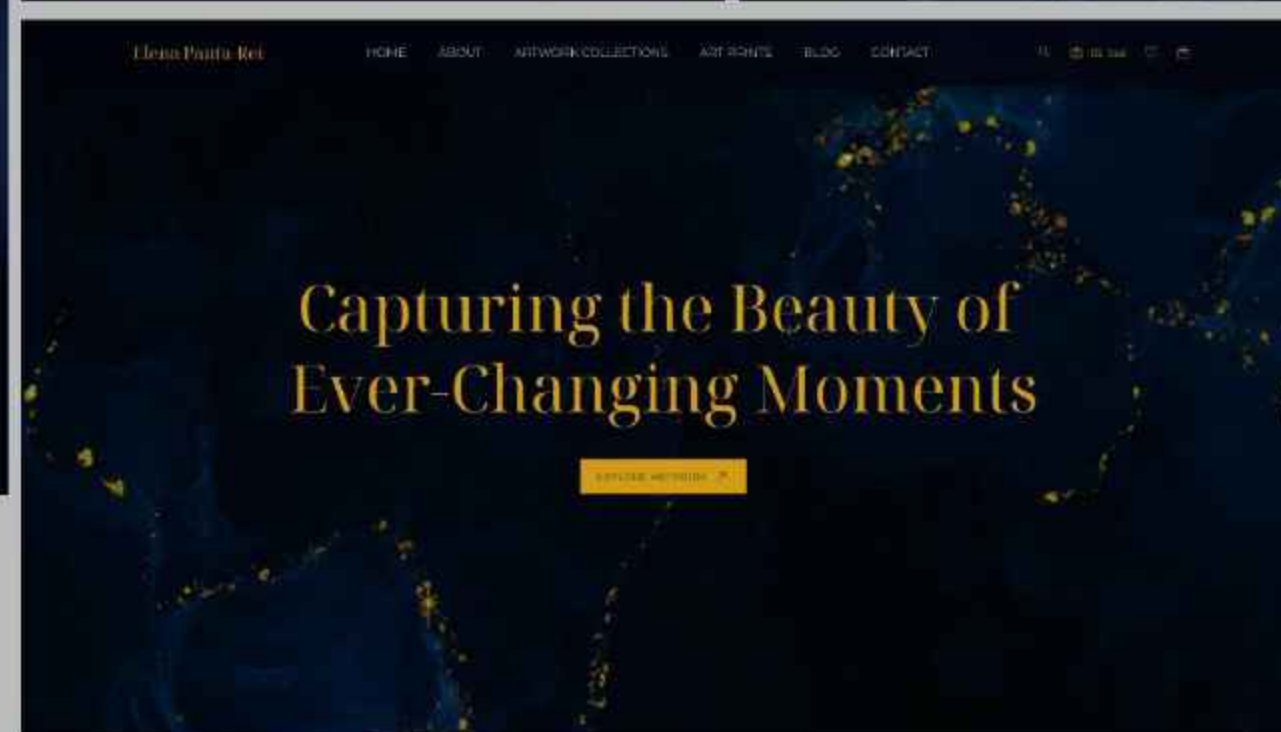
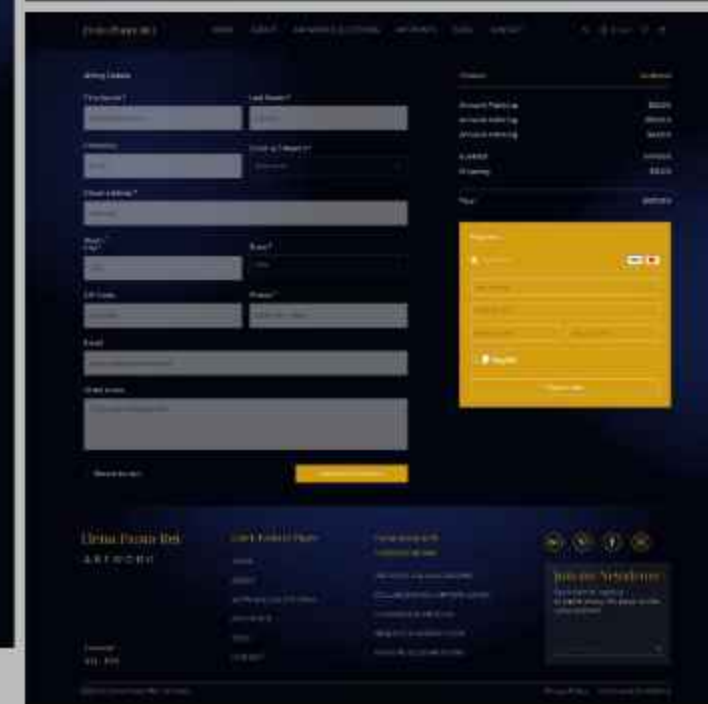
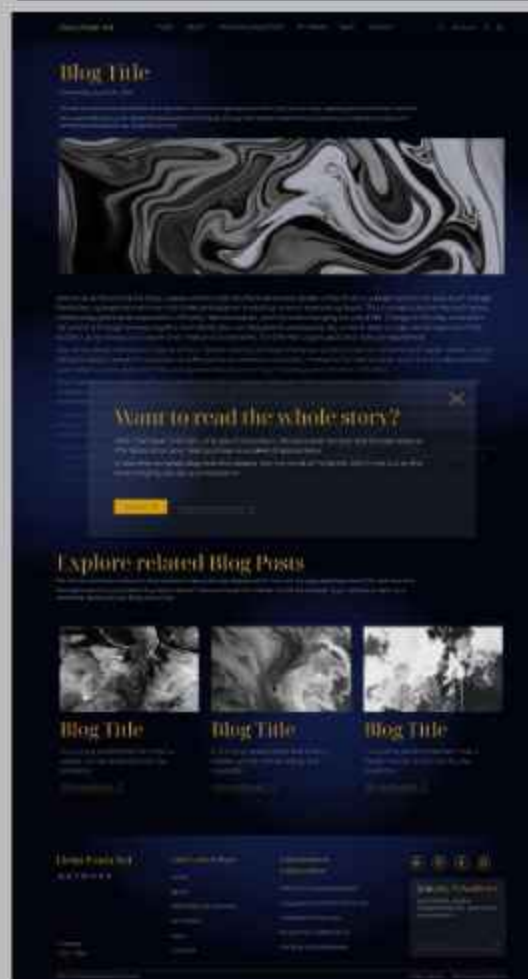
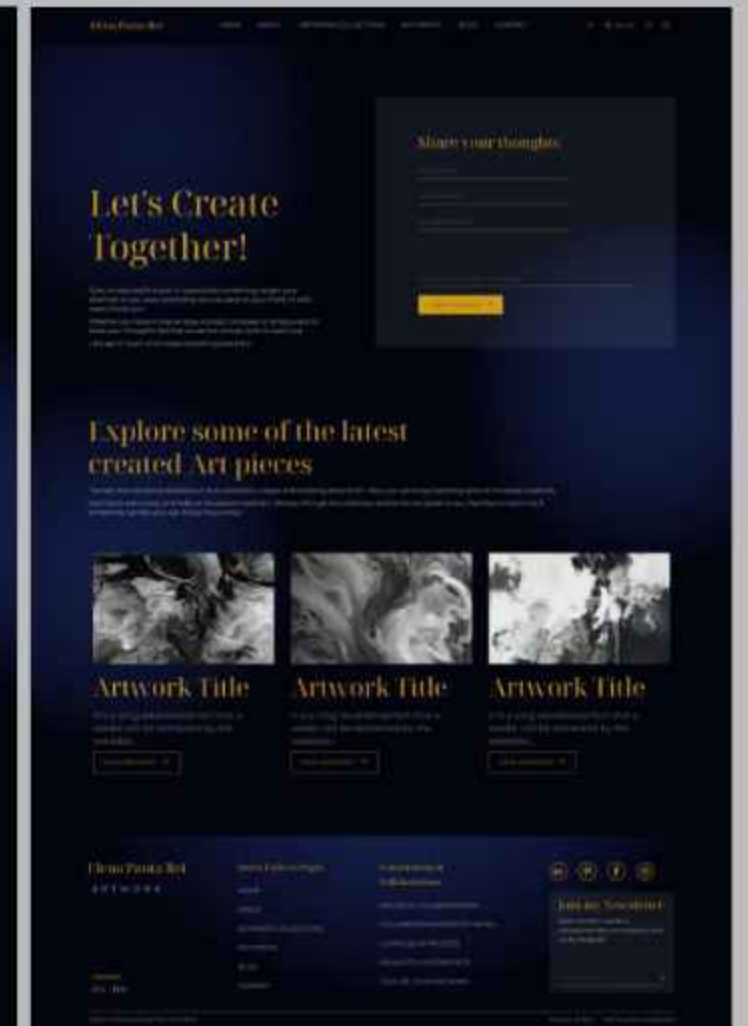
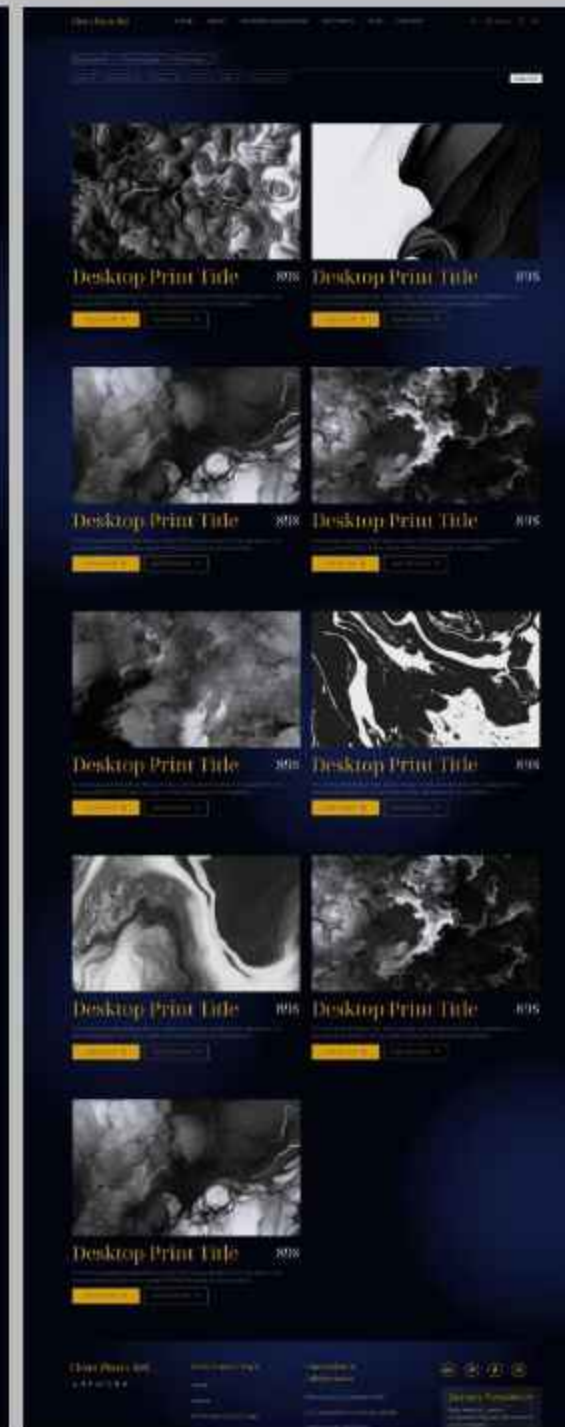
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Project Overview

UX Research & Design

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Personal Project





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OMNILYST WordPress Site

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Grid of 24 portfolio screenshots showing various UX/UI designs for EquilibriaMeds, HRAST, OMNILYST, and Elena Petkovska's personal project.



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Project Overview

UX Research &  
Design

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Personal Project



User Persona 1

**About**  
 Mateja, The Dreamer  
 18 years old  
 Male  
 Fine Arts Student  
 Croatia

**Bio**  
 As a young aspiring artist, Mateja finds inspiration in thought-provoking pieces. As a Fine Arts student, he's not merely browsing, he's on a quest for affordable pieces that speak to his burgeoning artistic identity. He finds comfort in prints and small dimensions artwork, recognizing the beauty in the intimate details that such pieces offer. His artistic journey is not just about finding art, it's about discovering pieces that resonate with the dreams he aspires to create and share with the world.

**Goals**  
 • To find thought-provoking pieces for artistic inspiration for affordable prices  
 • Incorporate new artistic influences into his own creative expression, fostering growth in his craft.

**Motivations & Limits**  
 Budget: [Slider]  
 Subjective Impression: [Slider]  
 Branding: [Slider]  
 Artwork storytelling: [Slider]

**Target Product/Category**  
 • Frequent buyer of prints and small dimensions artwork  
 • Art print bundles  
 • Interesting, yet affordable artwork pieces

**Technology**  
 Internet: [Slider]  
 Social Media: [Slider]  
 Online Shopping: [Slider]  
 Mobile Apps: [Slider]

**Pain Points**  
 • Unclear prices  
 • Unclear product specifications  
 • Limited artistic budget, making affordability a constant concern

User Persona 4

**About**  
 Nikolas, Unique Pieces Collector  
 54 years old  
 Male  
 Classic Cars Restorer  
 Greece

**Bio**  
 Nikolas' daily ritual involves embarking on a quest to uncover the next captivating addition to his collection. For him, the allure lies in the uncommon, the extraordinary, and the pieces that evoke a sense of rarity. His collection is a testament to a life well-curated, where each piece tells a story of uniqueness and character. Nikolas doesn't adhere to specific categories; instead, he follows his intuition, seeking anything that catches his discerning eye.

**Goals**  
 • Drink his afternoon coffee and check if he can find a new interesting piece to add to his collection  
 • Curate a diverse collection  
 • Discover Hidden Gems

**Motivations & Limits**  
 Budget: [Slider]  
 Subjective Impression: [Slider]  
 Branding: [Slider]  
 Artwork storytelling: [Slider]

**Target Product/Category**  
 • Anything which catches his eye, or is generally uncommon  
 • Unconventional Art Forms  
 • Abstract Expressions

**Technology**  
 Internet: [Slider]  
 Social Media: [Slider]  
 Online Shopping: [Slider]  
 Mobile Apps: [Slider]

**Pain Points**  
 • Does not want overly confusing websites  
 • Strongly prefers clear navigation  
 • Mobile-friendly design

User Persona 2

**About**  
 Ina, Philosophy & Literature Enthusiast  
 28 years old  
 Female  
 Investment Analyst & Author  
 Germany

**Bio**  
 In the realm where finance meets existential musings, Ina navigates a world of profound thought and visual aesthetics. Her goals extend beyond the numbers she analyzes; Ina seeks visual pieces that mirror her admiration for profound thinkers. In the interplay of finance, literature, and art, Ina's journey unfolds—a connoisseur of existential aesthetics, seeking visual reflections of the profound narratives that shape her intellectual landscape.

**Goals**  
 • To find visual pieces which reflect her fondness for Bukowski, Bulgakov, Dostoyevsky, Zola, and her long list of existentialist philosophers

**Motivations & Limits**  
 Budget: [Slider]  
 Subjective Impression: [Slider]  
 Branding: [Slider]  
 Artwork storytelling: [Slider]

**Target Product/Category**  
 • Prefers surrealist and thought-provoking artwork pieces  
 • Philosophical Narratives in Artwork  
 • Mixed Media Artwork  
 • Character and strong storytelling

**Technology**  
 Internet: [Slider]  
 Social Media: [Slider]  
 Online Shopping: [Slider]  
 Mobile Apps: [Slider]

**Pain Points**  
 • Wants good international payment service  
 • Wants precise shipping time estimate and tracking

User Persona 3

**About**  
 Daniela, Home Interior Enthusiast  
 42 years old  
 Female  
 Literature Professor  
 North Macedonia

**Bio**  
 Daniela has an eye for aesthetic harmony. A stable, abstract painting that seamlessly integrates into her seasonal home redesign is what she needs. Her goal is simple yet profound: to discover a visually captivating painting that not only complements but enhances her living room's decor for the upcoming season. The emphasis is on aesthetics—a piece that effortlessly blends with her interior vision, adding a touch of sophistication and intrigue.

**Goals**  
 • To find a big painting that fits her living room redecoration for the new season  
 • To find a painting that harmonizes seamlessly with the chosen color palette of the living room

**Motivations & Limits**  
 Budget: [Slider]  
 Subjective Impression: [Slider]  
 Branding: [Slider]  
 Artwork storytelling: [Slider]

**Target Product/Category**  
 • Prefers abstract artwork  
 • Mixed Media Abstract Art  
 • Large Abstract Paintings  
 • Geometric Abstract Art  
 • Abstract Art Series

**Technology**  
 Internet: [Slider]  
 Social Media: [Slider]  
 Online Shopping: [Slider]  
 Mobile Apps: [Slider]

**Pain Points**  
 • Worried whether the painting will arrive in good condition  
 • Wants to see an unedited photo of the painting before purchasing

Used by  
1400+  
Designers



EquilibriaMeds Branding + Page

HRAST Landing Page

OMNILYST WordPress Site

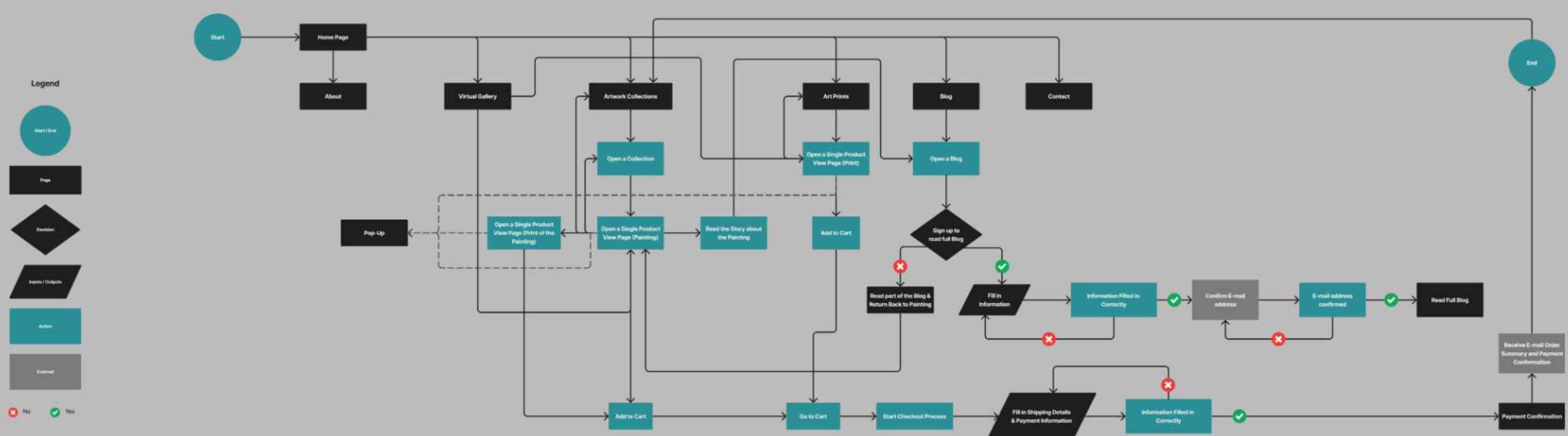
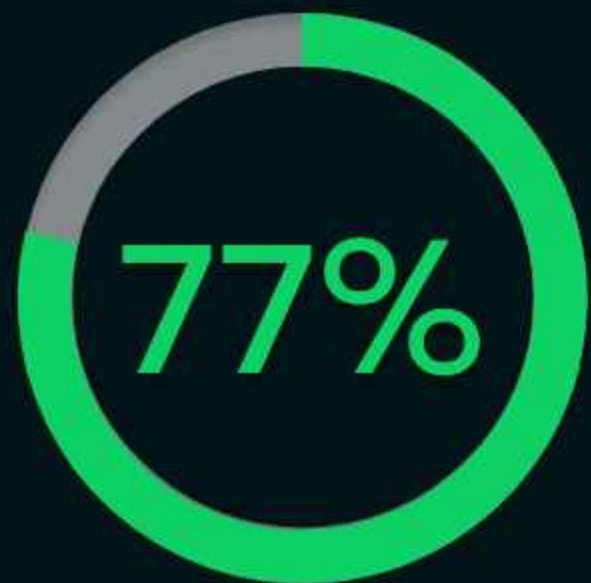
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Project Overview

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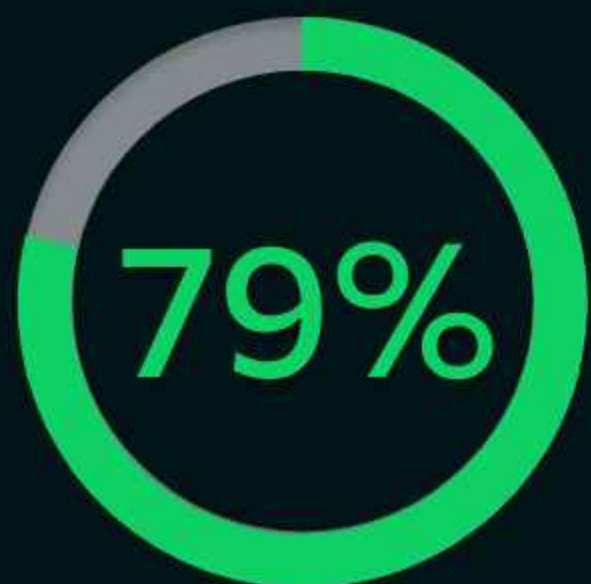
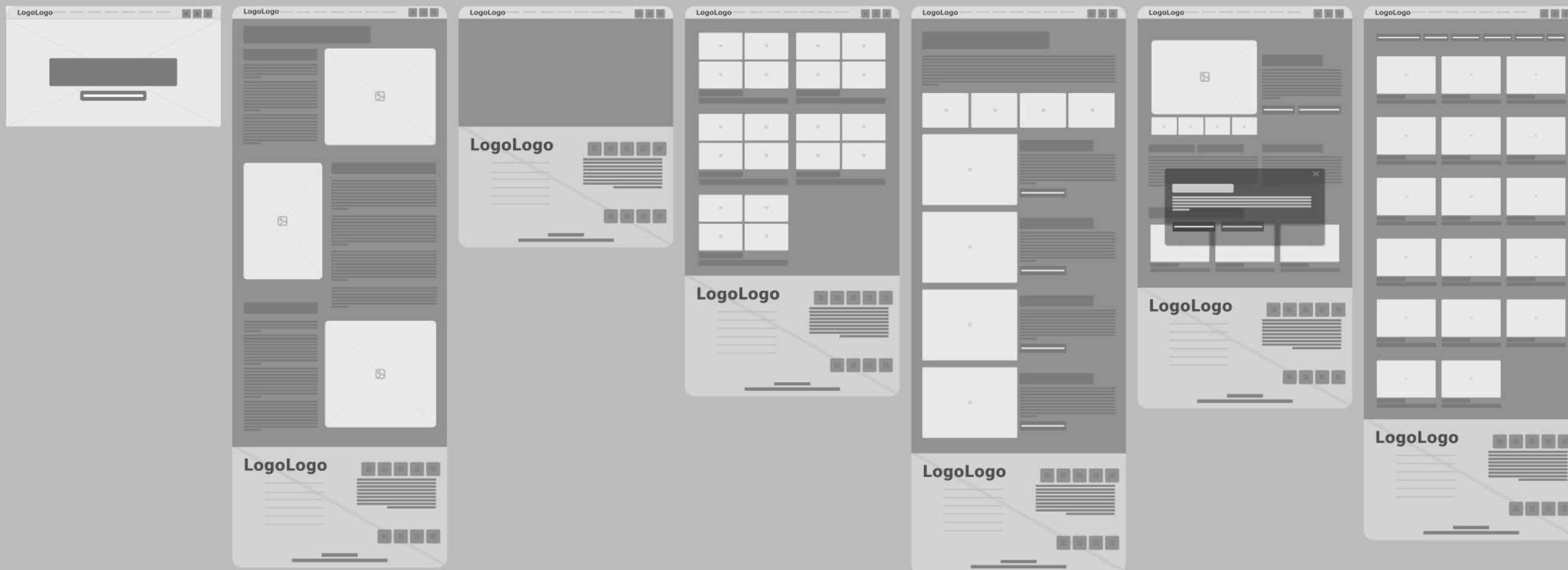
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E-Commerce Site**

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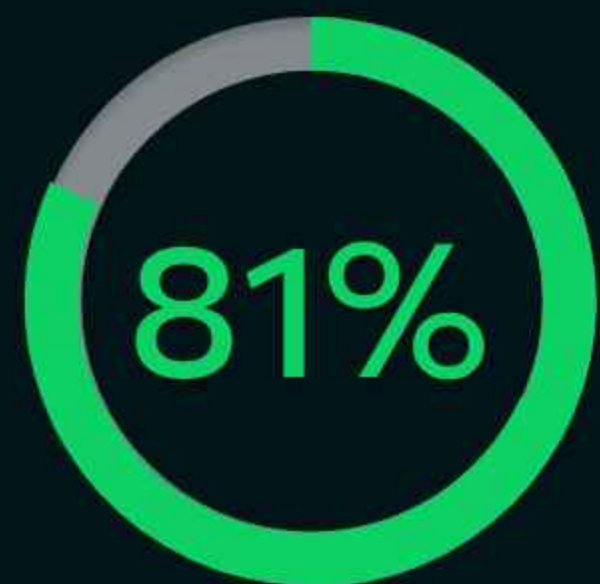
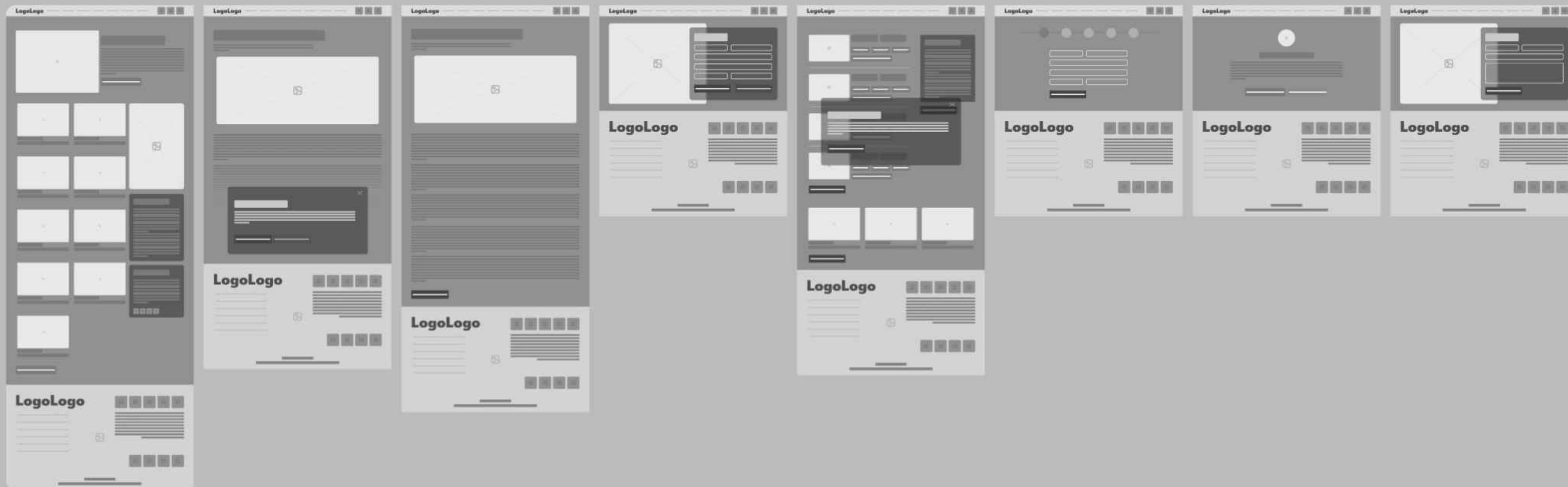
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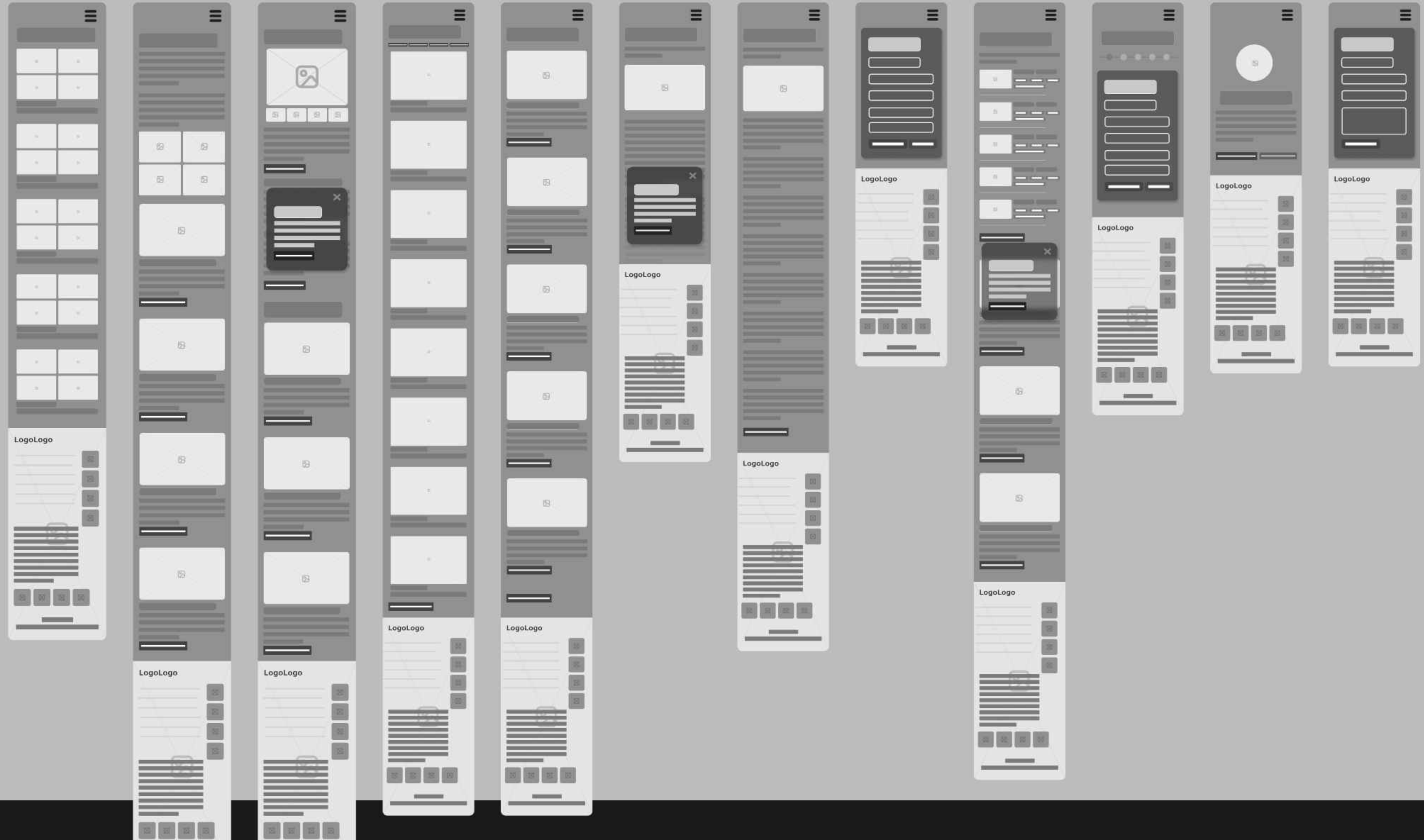
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# GRID SYSTEM

## 01

In the design system, the Grid System serves as the foundational framework that ensures consistency and alignment across all elements of our website. By organizing content into a grid layout, we establish a systematic approach to structuring and arranging components, allowing for seamless responsiveness and optimal user experience across various devices and screen sizes.

With carefully defined column widths, gutters, and breakpoints, the grid system facilitates efficient content organization and visual hierarchy, empowering designers to create harmonious layouts with precision and flexibility. By adhering to the grid guidelines, we ensure that every element maintains its integrity and contributes to the overall cohesion and coherence of our design aesthetic.

### GUIDELINES

- For screens above 1920px, use **Desktop Grid XL 1920+**
- For screens 1024-1920px, use **Desktop Grid L 1400**
- For screens 768-1024px, use **Tablet Grid 768-1024**
- For screens 375-767px, use **Mobile Grid 375-767**

**[DESKTOP] LARGE SCREENS**  
Created Grid XL 1920+  
Width: 1920px, 1400px

**[DESKTOP] LARGE SCREENS**  
Desktop Grid L 1400+ [1400px screen]  
Width: 1400px, 1024px

**[TABLET] MEDIUM SCREENS**  
Tablet Grid 768-1024px  
Width: 1024px, 768px

**[MOBILE] SMALL SCREENS**  
Mobile Grid 375-767px  
Width: 767px, 375px

**[DESKTOP] LARGE SCREENS**  
Created Grid XL 1920+  
Width: 1920px, 1400px

**[DESKTOP] LARGE SCREENS**  
Desktop Grid L 1400+ [1400px screen]  
Width: 1400px, 1024px

**[TABLET] MEDIUM SCREENS**  
Tablet Grid 768-1024px  
Width: 1024px, 768px

**[MOBILE] SMALL SCREENS**  
Mobile Grid 375-767px  
Width: 767px, 375px

# SPACING SCALE

## 02

In the design system, spacing serves as a crucial element for enhancing visual clarity, consistency, and hierarchy. By establishing a systematic approach to defining and applying consistent spacing, we ensure that all elements are visually balanced and harmonious, contributing to a clean and professional user experience.

These carefully defined spacing guidelines provide designers with a unified framework for creating well-structured layouts, ensuring that all elements are consistently spaced and aligned. By adhering to these guidelines, we ensure that every element maintains its integrity and contributes to the overall cohesion and coherence of our design aesthetic.

### GUIDELINES

Use the spacing scale to define the visual hierarchy and ensure consistency across all elements. Choose a spacing from the scale that best fits the visual weight and importance of the element.

**[DESKTOP] LARGE SCREENS**

**[TABLET] MEDIUM SCREENS**

**[MOBILE] SMALL SCREENS**

# TYPOGRAPHY

## 03

In the design system, typography plays a central role in establishing the visual identity and readability of content. By defining a clear and consistent typographic system, we ensure that all text is legible, accessible, and visually appealing across all devices and screen sizes.

The design system defines the visual hierarchy and readability of content, ensuring that all text is legible and accessible. By adhering to these guidelines, we ensure that every element maintains its integrity and contributes to the overall cohesion and coherence of our design aesthetic.

### GUIDELINES

Use the typography scale to define the visual hierarchy and ensure consistency across all elements. Choose a font size and weight from the scale that best fits the visual weight and importance of the element.

**[DESKTOP] LARGE SCREENS**

**[TABLET] MEDIUM SCREENS**

**[MOBILE] SMALL SCREENS**



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# 01 | Components

## COMPONENTS

In the design system, the Components serve as the essential building blocks that bring functionality and interactivity to our website. By defining a standardized set of components, we ensure consistency, usability, and visual harmony across all user interfaces.

Each component, from buttons and forms to modals and navigation bars, is meticulously designed to be adaptable and reusable, allowing for efficient development and seamless integration. These components are crafted with attention to detail, including considerations for states, interactions, and accessibility, ensuring a cohesive user experience.

### GUIDELINES

- To maintain the consistency use the components below across all the pages of the website.
- To insert the component in the design go to the left Figma dashboard, and insert it as an instance through the "Assets" panel.
- Use the components for the Desktop, X2, Tablet and Mobile version accordingly.

#### Navigation 1920+

#### Navigation 1440

#### Navigation 768

#### Tablet Menu

#### Mobile Menu

#### Footer 1920+px

#### Footer 1440

#### Footer 768

#### Footer 360

# 04 | COLOR PALETTE

With design systems come a great way to define the visual identity and specifications of the website. The carefully crafted color palette ensures consistency and harmony across all elements, creating a cohesive and engaging user experience. Each color is chosen based on its psychological impact, ensuring it aligns with the brand's identity and goals.

By establishing a primary color for the website and secondary colors for accents and highlights, the design system provides a clear visual hierarchy and guides the user's attention. Consistency and visual balance are used to enhance the overall design, ensuring that the colors remain the central element without overpowering the content. The thoughtful use of colors for the buttons, icons, and other interface elements creates a unified and professional look, reflecting the brand's values and mission.

### GUIDELINES

Use the defined colors for all elements of the website. The colors are defined in the design system and should be used consistently across all instances.

To create a **Button Instance** go to the "Assets" panel, then click on the "Button Instance" and drag it to the design canvas. The button instance will be placed on the canvas and you can edit its text, background color, and other properties.

The **Icon components** can be found in the "Icon components" section of the design system. The icons are designed to be simple and clear, ensuring they are easily recognizable and consistent across all instances.

**NEUTRAL COLORS**

**HIGH ACCENT COLOR**

**DIAGONAL COLORS**

**SECONDARY**   **NEUTRAL**   **ACCENT**

# 05 | BUTTONS & ICONS

In the design system, buttons and icons are key elements that facilitate user interaction and guide the user through the website. The design system ensures consistency and clarity by defining distinct styles for primary, secondary, and tertiary buttons, along with their respective icons.

Buttons are designed to be clear and legible, with a focus on usability and accessibility. They are styled to be prominent and easy to interact with, ensuring that users can easily identify and click on them. The design system provides a variety of button styles to accommodate different use cases and visual requirements.

Icons are used to provide visual cues and enhance the user's understanding of the interface. They are designed to be simple and clear, ensuring they are easily recognizable and consistent across all instances. The design system provides a set of icons that cover a wide range of common actions and concepts.

### GUIDELINES

Use the defined buttons for all instances of the website. The buttons are defined in the design system and should be used consistently across all instances.

To create a **Button Instance** go to the "Assets" panel, then click on the "Button Instance" and drag it to the design canvas. The button instance will be placed on the canvas and you can edit its text, background color, and other properties.

The **Icon components** can be found in the "Icon components" section of the design system. The icons are designed to be simple and clear, ensuring they are easily recognizable and consistent across all instances.





EquilibriaMeds Branding + Page

HRAST Landing Page

OMNILYST WordPress Site

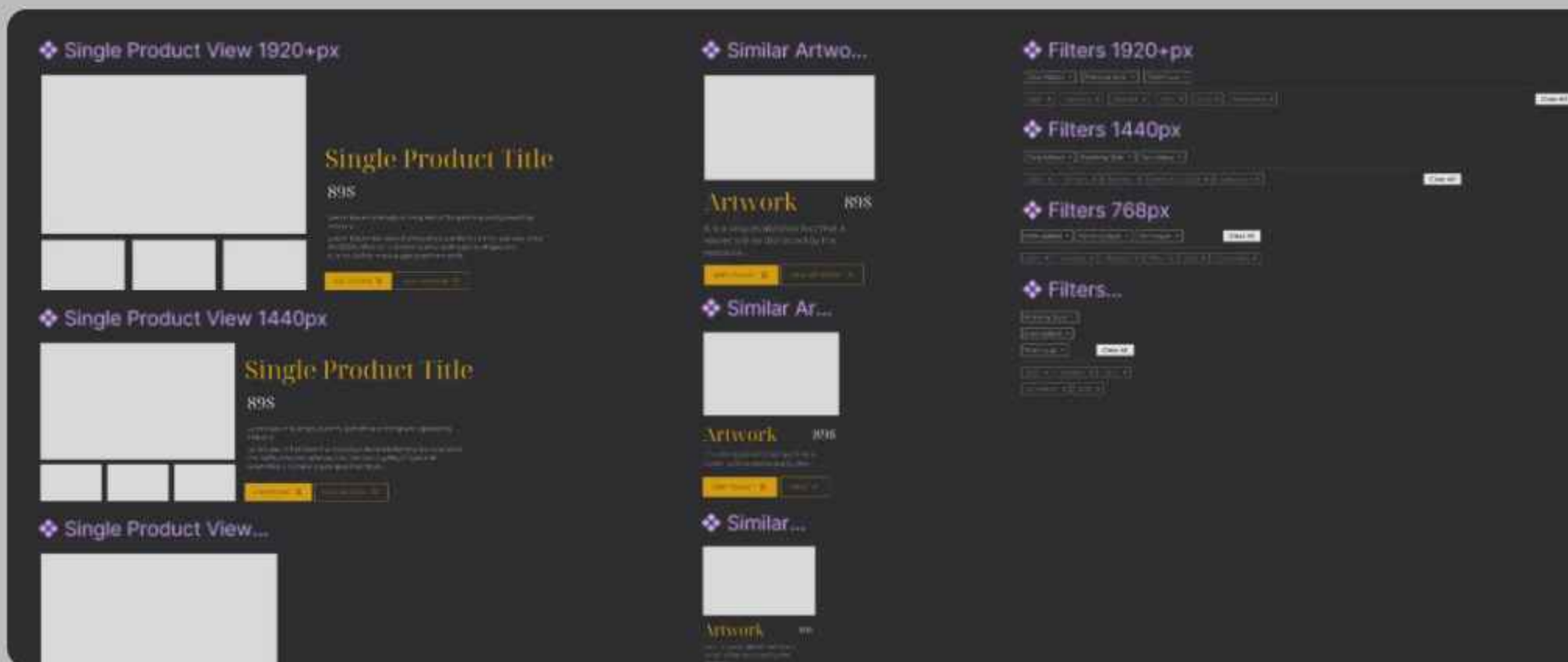
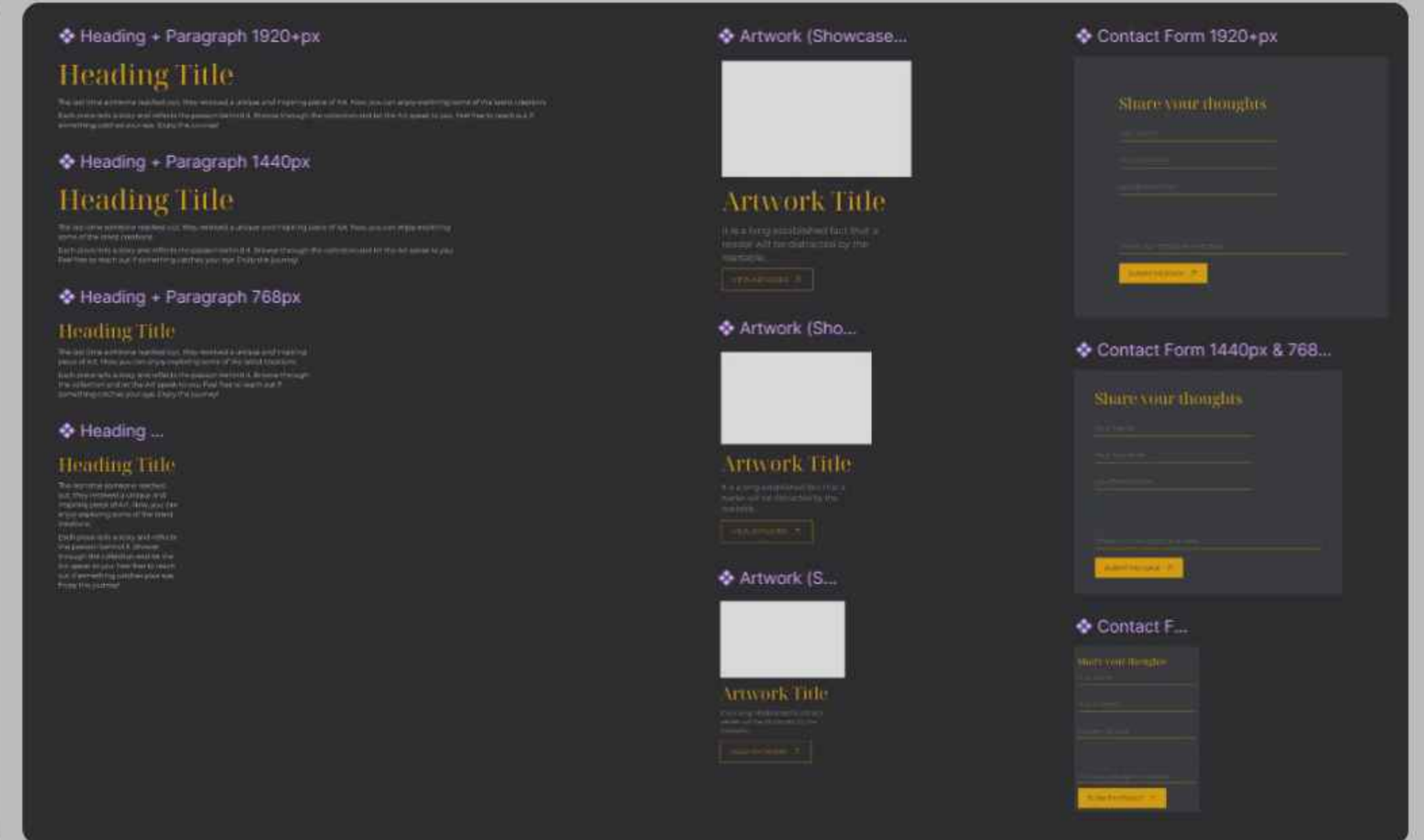
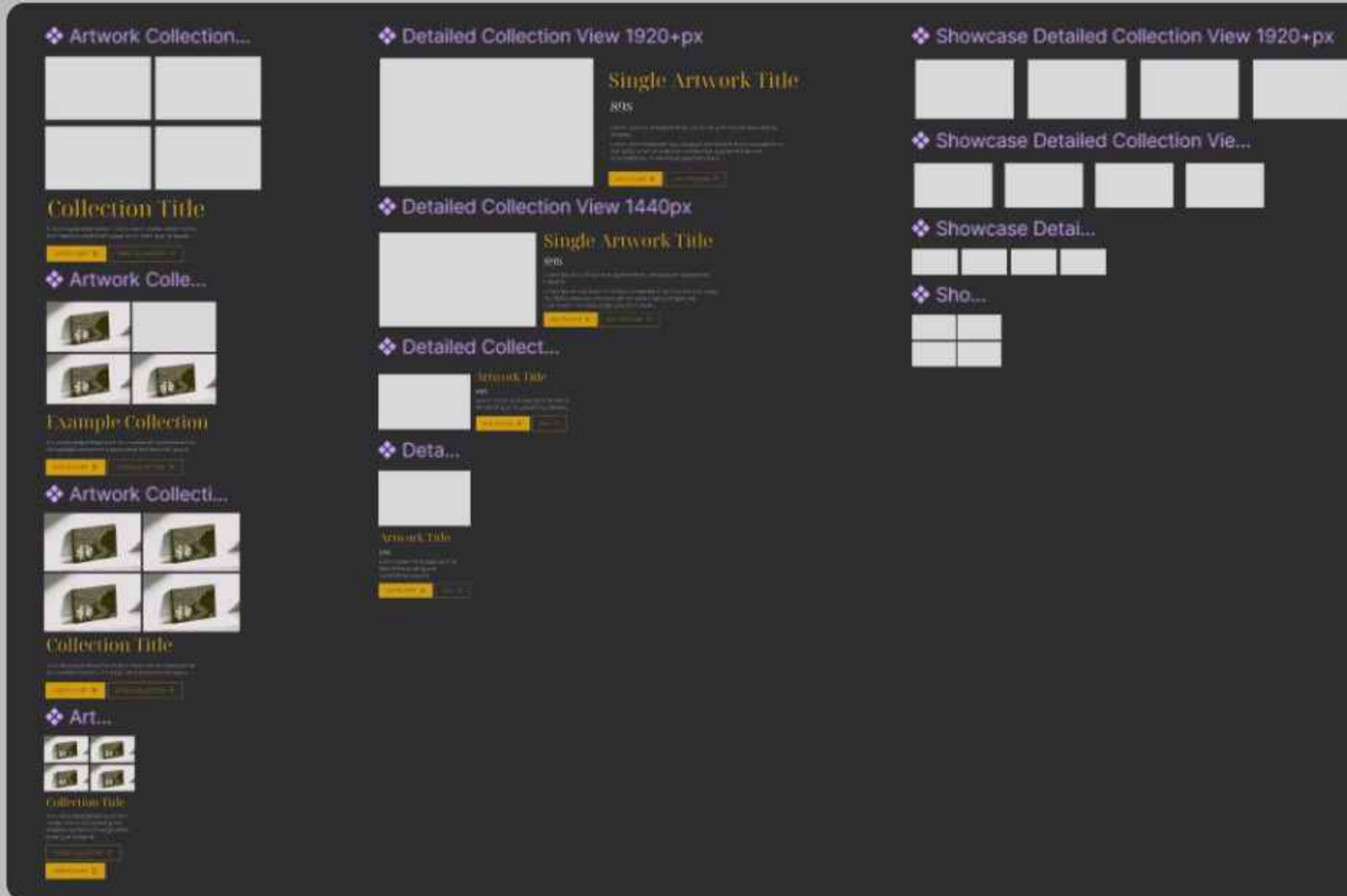
UX/UI Project E-Commerce Site

Project Overview

UX Research & Design

Design System & UI

Personal Project





**EquilibriaMeds  
Branding + Page**

**HRAST  
Landing Page**

**OMNILYST  
WordPress Site**

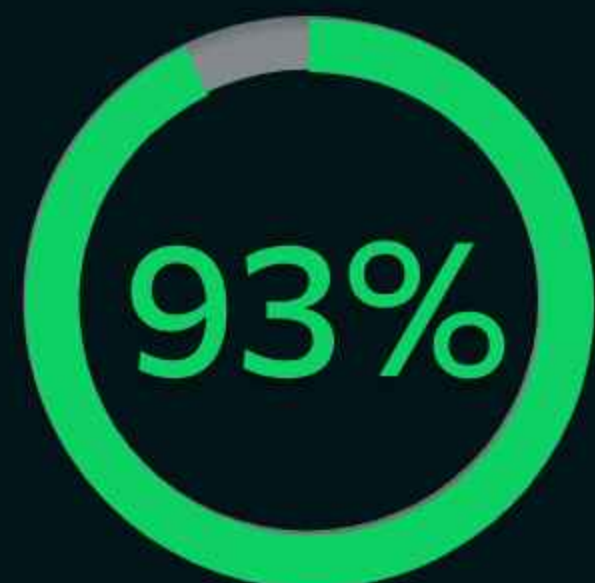
**UX/UI Project  
E-Commerce Site**

Project Overview

UX Research &  
Design

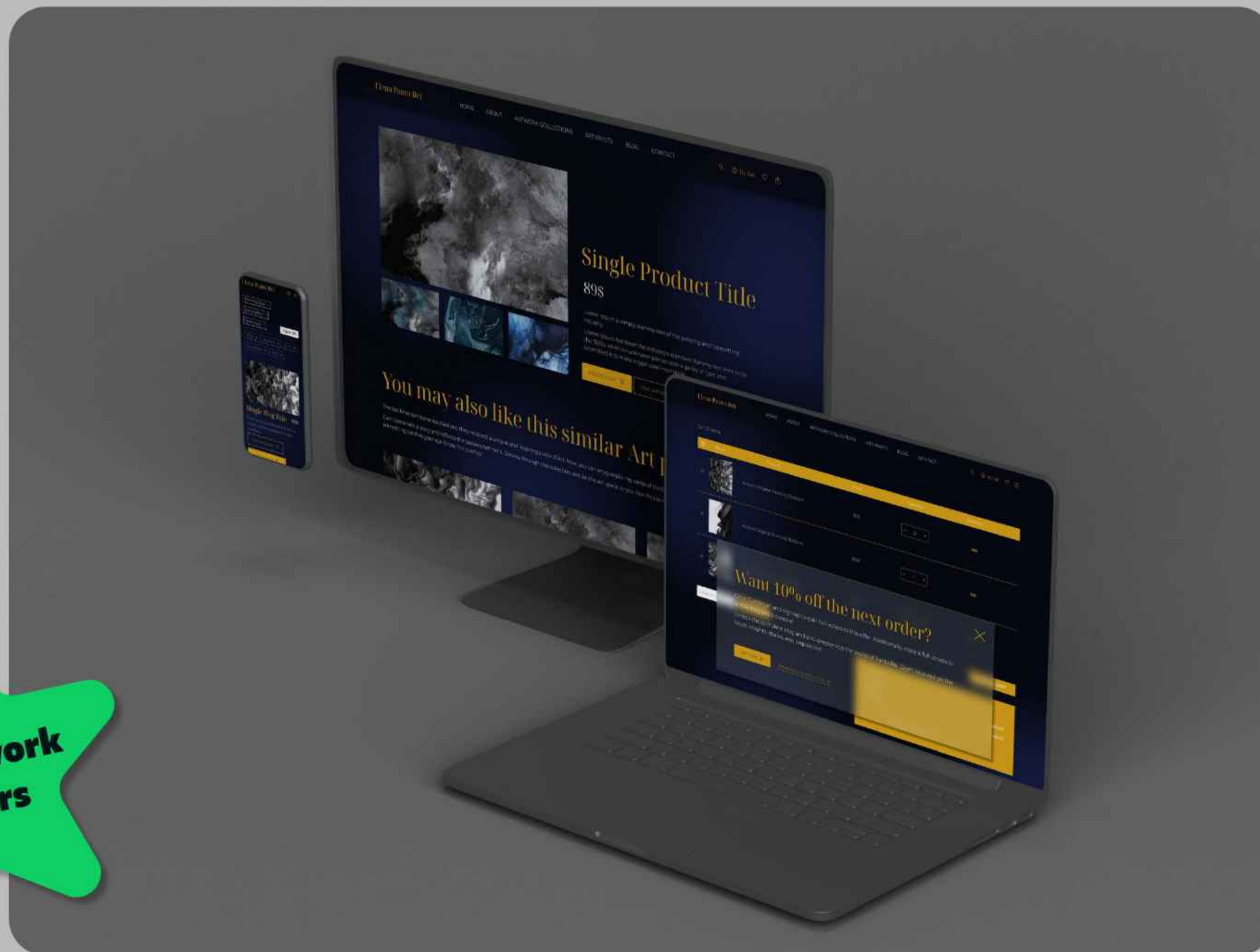
Design System & UI

**Personal Project**



**Link to Figma Design  
System and Prototype  
of All Low & High  
Fidelity Wireframes**

**10 Artwork  
Sellers**





EquilibriaMeds Branding + Page

HRAST Landing Page

OMNILYST WordPress Site

UX/UI Project E-Commerce Site

Personal Project Front-End Dev

```
home.html <html lang="en"> <body> <!-- Main --> <main> <!-- Section 1 - Home section --> <section id="section1" class="section1-home section"> <div class="container"> <div class="row"> <div class="col-sm-12 col-md-12 col-lg-4"> <h2 class="home-title">Добре дојде на ЕКО!</h2> <h4 class="about-description">Првата македонска едукативн <div class="row"> <div class="col-sm-12 col-md-12 col-lg-4 text-lef <button class="explore-btn"> <a href=" ../learning/learning.html"> <div class="btn-description">Почни </a> </button> </div> </div> </div> <div class="col-sm-12 col-md-12 col-lg-8 text-center"> <div class="home-photo"> 
```

Supported by 3 Teachers

ekoenergija.mk

Responsive Website

UX/UI Design

HTML, CSS, JavaScript, PHP



Video Presentation: Project Summary and Overview





EquilibriaMeds Branding + Page

HRAST Landing Page

OMNILYST WordPress Site

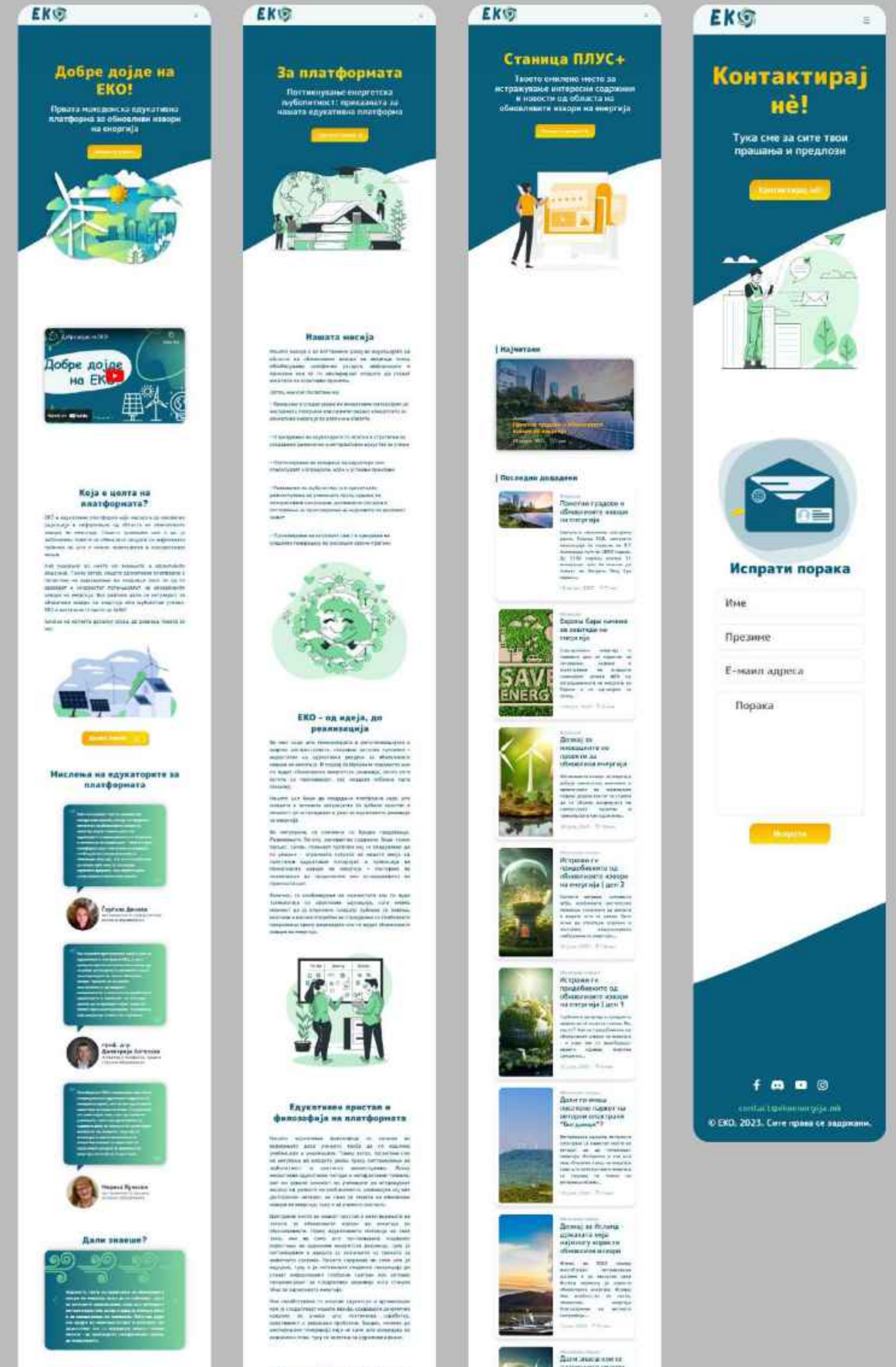
UX/UI Project E-Commerce Site

Personal Project Front-End Dev

Desktop Verion



Tablet + Mobile Version



Испрати порака

Име

Презиме

Е-маил адреса

Порака

Form fields for name, surname, email, and message

Испрати

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**EquilibriaMeds  
Branding + Page**

**HRAST  
Landing Page**

**OMNILYST  
WordPress Site**

**UX/UI Project  
E-Commerce Site**

**Personal Project  
Front-End Dev**

**Profile &  
Relevant Experience**



**Elena Petkovska**

UX/UI Design and Development

**People have told me I have:**

- Discipline
  - Perseverance
  - Big Ambition
  - Very good Management skills
- 
- Write great Emails

[VIEW FULL CV](#)

**RELEVANT EXPERIENCE**



Front-End Development Internship  
**Unlimited Coders LTD, Bitola, Macedonia**



Web Design & Front-End Development Internship  
**Vitalis European Projects, Leipzig, Germany**

**CERTIFICATES**



Google UX Design Professional Certificate



Google Digital Marketing & E-commerce  
Professional Certificate

**EDUCATION**



Faculty of Computer Science and Engineering  
**Software Engineering and Information Technologies**



SABA - Private High School  
**Computer Science**

100%

# Let's Design and Develop **SOMETHING NEW!**

your name and surname

your e-mail

subject

your message

**SEND TO ELENA**

