

BRUNO BIJAKSIC



Who am I?

Master's graduate in Sustainable Design Engineering, Bachelor degree in visual design and digital entrepreneur in visual arts.

My academic and professional background has given me the insights and skill set to analyze and develop designs based on user involvement, placing sustainability in the core of the design.

I use my multi-disciplinary profile as an advantage throughout an entire project and the design process. I enjoy working in a team, together with the user/client, as well as independently.

Education

**MASTER OF SCIENCE IN ENGINEERING
SUSTAINABLE DESIGN**
Aalborg University Copenhagen
2018-2020

GRAPHIC DESIGN
Bachelor Degree
Logos College Mostar
2014-2017

Competencies

- Sustainable Design & Innovation
- Concept Development
- Service and System Design
- Design Thinking
- Empirical Data Collection
- Empirical Data Analysis
- Collaboration across teams
- User Involvement/Co-Design
- Communication & Presentation
- E-commerce development
- Visualisations, UX & UI
- Lean Startup Management

Relevant projects

Hør Her Platform - Rethinking the role of the hearing-impaired within the healthcare system in Denmark.
Partner: GN Hearing Denmark 2020

The need: current setup of the healthcare system is not adapted to the specific needs of hearing-impaired patients, thus translating into challenges to seek help and receive proper care.

Methods used: desk research, virtual ethnography, observation of online communities, interviews with patients and healthcare professionals, surveys, fast prototyping, concept testing with the end-users, focus group meetings with hearing associations.

The solution: our analysis uncovered a complex and fragmented system, where patients feel "tossed around" between different professionals & teams during their journey to access healthcare. With Hør Her, a new online platform, users benefit from a central repository for key information with social features, allowing them to interact with other individuals suffering from hearing loss and with experts from the field of audiology.

Crucially, hearing-impaired are recognized as the experts, where the role of the platform is to facilitate and empower this group to actively participate in the community and contribute with their expertise.

Data generated from the Hør Her platform can be further put into positive use on a governmental level in the creation of new policies.

Ripe & Ready – Tapping the opportunity with food waste in supermarkets.
Partners: ALDI Denmark & Food Bank 2019

The need: Edible fruits and vegetables wasted in the discount stores. Causes: high standards of Danish consumers, overordering, stores not having optimal ways of dealing with their unsellable produce and laws that make it not feasible to donate unsold food,

Methods used: The main causes and consequences of produce waste are explored through the desk research, interviews with key actors: consumers, dumpster divers, staff members and managers, and through behavioural observations at the retail stores.

Design workshops were conducted with Food Bank and ALDI through a Participatory Design approach that included design games. Customers in ALDI's stores were also approached with a simplistic design gam to involve them in the design process and test out the concept.

The solution: We, as a design team sought to create a solution to sell products that would otherwise be wasted within retail stores. The outcome is the concept Ripe n Ready food box, as well as recommendations for policymakers and retailers.

Laminated packaging - addressing the sustainability challenge of laminated food packaging in Denmark.
Partner: Coop Denmark 2018

The need: 1 billion laminated cartons are sent for incineration every year in Denmark because there is no infrastructure in place to deal and process this kind of material. COOP sells these products and is part of this systematic problem. COOP wants to understand what they can do as an organisation in order to change to happen and improve their value chain.

Methods used: Product life cycle comparisons, in-depth desk research, interviews with key stakeholders (consumers, Copenhagen and Fredericia municipality employees and partners from COO). Design games were used as a framework for co-design and engaging actors in the early stages of the design process.

The solution: The analysis and development process resulted in three concepts focused on an extended producer responsibility program, creating a public hot cause. A guide featuring a set of procurement recommendation was delivered to Coop.

The Project was featured in Danish Samvirke magazine as a June 2020 cover story.

Previous Work Experience

Sustainability Internship July 2019 - Jan 2020 Fair Green

For six months, I worked closely with the startup's owner on developing the concept & business model of sustainable promo products distributor

Responsibilities:

- Concept development
- Data collection & analysis
- Impact assessment (IOOI)
- Communication & presentations
- Development of e-commerce platform (UX, UI Design)

IT Service Desk Technician 2014 - 2017 Croatian Post Mostar

For three years, I was working as a Service Desk Technician in the IT Department

Responsibilities:

- Responsible for more than 400 employees across the state
- Installing, testing, maintaining and supporting PCs and laptops, peripherals, operating systems and applications
- User support and user applications
- Track Management, ensuring a timely resolution to problems
- Designing manuals and presentations
- Maintaining documentation for installations and upgrades
- Worked on implementing new technologies.

Graphic Designer 2014 - 2020 Contracts/Commission Work

As a freelancer, I have developed creative designs for a wide variety of clients.

I created visual identities, websites, presentations, infographics, logos, posters, maps, interiors and brochures.

In the past two years, I was working for Project Nord, a Copenhagen-based company, as a visual artist. In November 2020, I've launched my concept **Maison Charlot**, a platform that evolves around responsibly producing and selling high-quality art prints, dedicated to Paris-based designers and artists.

Customer Service Consultant 2012 - 2014 Croatian Post Mostar

I was filling in the position of a CSC, responsible for providing a wide range of postal services

Responsibilities:

- Giving the information and answering the questions regarding postal services
- Handling the complaints regarding the mail loss, delivery issues
- Bill payment
- Banking services
- Passport and other documents applications
- Foreign currency exchange.

Software

Adobe

Illustrator ●●●●●
IN Design ●●●●●
Photoshop ●●●●●

Administrator

Windows ●●●●●
Shopify ●●●●●
Wordpress ●●●●●

MS Office

Word ●●●●●
Excel ●●●●●
Power Point ●●●●●

Languages

English ●●●●●
Croatian ●●●●●
French ●