

# Bruno Bijaksic

Sustainable Design Engineer



## Profile

Sustainable Design Engineer and digital entrepreneur with a business mindset. My academic and professional background has given me the insights and skill set to help companies with their sustainable transition in various aspects. Those include sustainable product, service, process design and communication. I have the skills to identify people's underlying needs and transform them into valuable action-oriented insights, solutions and recommendations.

## 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, Process & System Design
- Design Thinking
- Data Collection & Analysis
- Interview, workshop & user testing
- Collaboration across teams
- User Involvement/Co-Design
- Communication & Presentation
- E-commerce development
- Visualisations, UX & UI
- Lean Startup Management

## Sustainability projects

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

**The problem:** Patients find it challenging to seek and receive proper care / fragmented health care system.  
**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:** Hør Her, an online platform where users can access a central repository for key information with social features, interact with other hearing-impaired, and with audiology experts. The role of the platform is to facilitate and empower this group to actively participate in the community and contribute with their expertise.

**Ripe & Ready – Preventing food waste in supermarkets.**  
Partners: ALDI Denmark & Food Bank 201

**The problem:** Edible fruits and vegetables wasted in discount stores. **Causes:** high standards of Danish consumers, overordering, lack of infrastructure and laws that make it not feasible to donate unsold food.  
**Methods used:** Desk research, interviews with key actors: consumers, dumpster divers, staff members, store managers, and behavioural observations at the retail stores. Design workshops were conducted with Food Bank and ALDI. Customers in ALDI's stores were approached with a simplistic design game to involve them in the design process and test out the concept.  
**The solution:** Ripe'n'Ready food box, a concept to sell products that would otherwise be wasted within retail stores. 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 problem:** 1 billion laminated cartons are sent for incineration every year in Denmark because there is no infrastructure to process this kind of material.  
**Methods used:** Product life cycle comparisons, in-depth desk research, interviews with key actors (consumers, Copenhagen and Fredericia municipality employees and COOP's representatives). Design games were used as a framework for co-designing and engaging actors in the early stages of the design process.  
**The solution:** The project resulted in three concepts focused on an extended producer responsibility program, creating a public hot cause and a guide containing a set of procurement recommendations. The Project was featured in Danish Samvirke magazine as a June 2020 cover story.

## Previous work experience

### Founder Maison Charlot 2020 - Present

Created a platform that revolves around responsibly sourcing and producing high quality art prints.

**Responsibilities:**

- Business model creation
- Web development
- Graphic design
- Product development
- Sales channels
- Supply chains
- Social media marketing

### IT Service Desk Technician Croatian Post Mostar 2014 - 2017

Working as an IT support in the companies headquarters.

**Responsibilities:**

- Providing supporting and training around 400 employees across the state
- Installing, testing, maintaining PCs and laptops, peripherals, operating systems and applications
- Track Management, ensuring timely resolution to problems

### Sustainability Internship Fair Green July 2019 - Jan 2020

Worked closely with the startup's founder on developing the concept & business model of sustainable promo products distributor.

**Responsibilities:**

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

### Customer Service Consultant Croatian Post Mostar 2012 - 2014

Filling in the position of CSC responsible for providing a wide range of postal services.

**Responsibilities:**

- Providing clients with needed information
- Bill payments
- Banking services
- Passport and other official documents applications

## Software

- Adobe Illustrator ●●●●●
- Adobe IN Design ●●●●
- Adobe Photoshop ●●●●●
- Adobe Premier Pro ●●●
- Corel ●●●●
- Shopify ●●●●●
- Wordpress ●●●●
- MS Office ●●●●●

## Languages

- English ●●●●●
- Croatian ●●●●●
- French ●●

## Hobbies & interests

