



Nikola Markovski

UX/UI Designer – Creative Technologist – Strategist

I think in **Design**, **Technology**, **Strategy**.

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Profile

UX/UI designer and creative technologist, now pursuing a Master's in Business Analytics and Decisional Sciences. Design and brand campaign work at Makedonski Telekom sits alongside audit and data analysis at PwC and cross-border project coordination for an EU-funded initiative — and, on the side, co-founding a live digital product used by thousands of restaurants worldwide. Design decisions here are shaped by a marketing and strategy background — not aesthetics alone.

Experience

● UX/UI & Graphic Designer

Makedonski Telekom — Sep 2024 — Jul 2025

- Owned video production, motion graphics and merchandise design — including custom apparel for upper management and a signature T-shirt presented to the CEO of Deutsche Telekom.
- Worked closely with the marketing team to drive a notable improvement in design quality, applying user-centered design and creative problem-solving under tight deadlines.
- Also contributed to restructuring Telekom's main website — modernizing the UI and simplifying navigation for one of the country's most-visited corporate sites.

● Assistant, Communication and Administrative Work

ARNO — Organization for Social Innovation — Nov 2024 — Dec 2024

- Supported social innovation and entrepreneurship projects, including coordination of World Repair Day activities promoting circular economy and sustainability practices.
- Created and analyzed social media content across LinkedIn, Instagram and Facebook; managed organizational records and supported stakeholder communication.

● Local Expert

ABCD Project — EIT HEI Initiative (European Union) — Oct 2023 — Jul 2024

- Planned, developed and implemented a cross-border youth podcast on innovation, entrepreneurship and higher education, coordinating partners across multiple countries.
- Sourced guests, conducted interviews, and planned and edited episodes end to end.
- Designed and delivered a knowledge-transfer workshop, mentoring a new cohort through their own podcast projects.

● Audit Intern

PwC (PricewaterhouseCoopers) — Jul 2023 — Aug 2023

- Analyzed financial data and assisted senior auditors with auditing financial statements against regulatory standards.
- Reviewed supporting documentation, researched industry regulations and accounting standards, and contributed to audit reports and client communication.

● Volunteer

Academy CES — Skopje — Feb 2022 — Aug 2023

- Assisted in planning, organizing and coordinating educational and youth-focused events and workshops, both in-academy and at external venues.

● Co-Founder

DoaMenu — 2024 — present

- Co-founded a self-serve digital menu platform from the ground up, now used by thousands of restaurants worldwide across multiple languages.
- Own product design and brand identity, and helped set go-to-market strategy, pricing tiers and positioning for a live, continuously running product.

Education

University of York — City College Europe Campus

M.Sc. Business Analytics and Decisional Sciences

Oct 2025 — present

University American College Skopje

B.B.A. Marketing and Digital Transformation

2022 — 2025

American High School Skopje

High School Diploma, Natural Sciences and Mathematics

2018 — 2022

Skills

Design

Figma, Adobe Photoshop, Adobe Illustrator, UI/UX Design, Graphic Design

Motion and Media

Adobe Premiere Pro, Adobe Lightroom, Motion Graphics, Photography, Videography

Growth and Strategy

Social Media Growth, Digital Marketing, Game Design

Tools

Microsoft Word, Excel, PowerPoint, Outlook

Languages

Macedonian (Native) · English (Native) · Serbian (Fluent) · Bulgarian (Working knowledge) · Bosnian (Working knowledge) · German (Fair)

Certifications

- PwC CEE Upskilling Academy — “From Data Mess to Success” (data management and analysis)
- EU Go Circular — 5 completed modules on the circular economy
- International programme on social and green entrepreneurship
- International mobility and project administration training programme
- Professional development conferences — freelancing, entrepreneurship and personal branding
- UNDP Future of Work Academy — selected Fellow