CURRICULUM VITAE · 2026

Mario Gjashta

Product designer. Brand, interface and build, from first sketch to shipped product.

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EU long-term residence



I started with posters and logos, moved to screens, and today I take products from idea to launch: the brand, the interface and, more and more, the code.

For ten years I've designed for agencies, startups and my own ideas; for the last seven, helping founders get their brand, website and product off the ground. Print taught me type and craft; interfaces taught me to think in flows, systems and states. Somewhere along the way I stopped handing designs over and started finishing them.

AI changed what one designer can do. The distance between a sketch and a working product is now days, not months, so I prototype in real code, test early, and ship. The tools write faster; deciding what to make, what to leave out and how it should feel is still the job.

01

Think

Find the real problem, map the flows, decide what the product should not do.

02

Design

Brand and interface as one system: identity, type, colour, components, motion.

03

Build

Working prototypes and production front-ends in HTML, CSS and JS, with AI as a pair programmer. Then deploy, measure, refine.

PRODUCTS BUILT FROM SCRATCH MARIOGJASHTA.COM/WORK

Unfocus BRAND · UI · LIVE

A daily film-guessing game for iOS and Android: four game modes, duels and 100+ badges. Live on the App Store and Google Play.

Anyday BRAND · UI

An iOS app for the things you want to do some day: lists, a swipe deck to pick one, and a brand that smiles.

Investera BRAND

Identity for an investment management platform: a mark built from the % sign, made to feel calm, not cold.

Expenso BRAND · UI · CODE

A calm, local-first money dashboard. Designed and built end to end as an installable web app, AI auto-sorting included.

Onalbanian UI

Albanian in short daily lessons for iOS and Android: practice formats, feedback and a habit loop.

Pulse BRAND · UI

Hand-drawn identity and ordering UI for an AI ordering assistant for juice bars.

Alongside

03 · OWN PRODUCTS

Designer and builder · Self-initiated

Products I start from a blank page and take all the way to launch.

- Unfocus, live on iOS and Android; Expenso, designed and coded end to end; Anyday and Onalbanian.
- An AI-assisted workflow with Claude: prototypes in real code, faster iteration, front-ends I build and deploy myself.

2019 — now

02 · STARTUPS

Brand & UI Designer · Vero Pulse GmbH

Seven years as the design partner for startups in their first steps.

- Took founders from an idea to a brand: logo, identity and everything it needs to launch.
- Designed and delivered their websites, and the product UI for software startups.
- Clients from across industries, each needing everything at the start.

2016 — 2019

01 · CRAFT

Graphic Designer · REX Werbeagentur (2018 — 2019) and freelance

Logos, identities, print and photography: where type, layout and craft became second nature.

- All-round agency work at REX: campaigns, print and layout.
- Freelance identities and print for small businesses.

EDUCATION

2018 — **Certified Graphic Designer**
Berufsförderungsinstitut (BFI) Linz

2013 — 2017 — **Business Informatics**
Johannes Kepler University Linz, not completed. The reason code doesn't scare me.

LANGUAGES

Albanian	Native
English	Fluent (C1)
German	Intermediate (B1)
Italian	Basic (A2)

TOOLS

DESIGN: Figma · Photoshop · Illustrator · InDesign · After Effects · Premiere Pro

BUILD: HTML · CSS · JS · Claude · Claude Code · Git & GitHub · Cloudflare · Mixpanel

CRAFT: Typography · Design systems · Prototyping · Photography

STRENGTHS

Range	Brand and UI from one hand, so the product and its identity speak the same language.
Speed	From sketch to a clickable, coded prototype in days.
Detail	The last 10%: states, spacing, motion, copy.

Let's talk

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