



Ana Beverin

Product designer & illustrator based in Croatia

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ABOUT

I'm a product designer and illustrator with 8+ years of experience designing products ranging from complex web and mobile applications, sleek websites and enterprise software. I've also helped shape unique brand identities through thoughtful illustrations. With experience in freelance, startup, and agency environments, I've developed a versatile skill set that allows me to adapt to new challenges with ease.

Driven by curiosity, craftsmanship, and a problem-solving mindset, I'm passionate about creating impactful designs that strike the perfect balance between business goals, user needs, and visual appeal.

WORK EXPERIENCE

Kofa Design • 2022 - Now

Owner, Product designer & Illustrator

Designing digital products for startups, scaleups and companies from all over the world.

Shuttle (contract) • 2022 - Now

Design advisor, product designer

Helped Shuttle team secure Seed funding and enhance general user experience by redesigning their website and grow their user base by designing a brand-new console experience.

Dealio (contract) • 2023 - 2024

Lead product designer

As a lead product designer at Dealio, I helped drive the product from initial concept to successful market launch in less than 1 year through collaborative efforts with Product manager.

SKILLS

UX design

UI design

Interaction design

Prototyping

Illustration

User research

Responsive design

No code development

Usability testing

Information architecture

Strategy and planning

TOOLS

Figma

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Framer

Miro

Notion

Google Workspace

Keynote/Slides

LIFE

Collaborative

Detail oriented

Loves to experiment

Problem solver



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OptimoRoute • 2020 - 2022

Lead product designer

As Lead Product Designer at OptimoRoute, I owned the full design lifecycle—from research and ideation to polished features in production. I helped shift the company from engineering-first to design-driven, building processes, systems, and a culture that prioritized user experience. I led and mentored designers, refreshed the brand and UI for modern usability, and evolved the design system. I worked cross-functionally to align teams, eliminate uncertainty, and ensure our work delivered both business impact and real value to users.

Five Agency (now Endava) • 2017 - 2020

Product designer

Over three years, I grew from intern to mid-level designer, shaping my path through a wide range of product and brand design projects. I worked across digital product design and marketing—covering user experience (research, wireframing, information architecture, testing), user interface design (art direction, design systems), and extending into illustration, game art, branding, rebranding, and motion design. Beyond hands-on design, I led projects, collaborated directly with clients, created pitch decks and presentations, gave talks and workshops, and mentored interns and junior designers.

Produkcija Pokret • 2016 - 2017

Digital designer, Illustrator

I worked as a Digital Designer and Illustrator, primarily focused on creating illustrations for animated explainer videos. My role also included designing landing pages, newsletters, and social media ads—ensuring cohesive, visually engaging content across digital touchpoints.

EDUCATION

Faculty of Graphic Arts, UNIZG

2017

Master's Degree, Multimedia
(mag.ing.graph.tech)

Infinum Academy

2016

Digital Product Design (by
leading design &
development agency in
Croatia)

Zagreb University of Applied Sciences

2014

Bachelor's Degree, IT Design
(bacc.ing.tech.inf)