



Summary

Product designer with 4+ years of experience in **user-centered** design, currently designing digital financial tools in the **fintech** industry.

Passionate about building intuitive, **high-impact** products that solve real user problems through a **process-driven** and **data-informed** design approach.

Education

ICT College
BE of Medical Informatics
2011 – 2015 | Belgrade, Serbia

Skills

User Testing	User Research
Benchmarking	User Personas
Design Workshop	Journey Mapping
Design Systems	UX Audit
Agile Workflow	User Flows
Product Strategy	Wireframing
Roadmapping	AI Prototyping

Tools

Figma	v0
Sketch	Claude
Adobe XD	ChatGPT
Framer	Adobe PS
Miro	Adobe IL
Magic Patterns	Linear
Paper	Lovable

Languages

English - Fluent
Serbian - Native
Spanish - Intermediate

Experience

Product Designer @ Novi Digital

Jun ‘24 – Present

Designing key user flows for a wealth management product across a B2B platform and B2C mobile app used by admins, advisors, and clients.

Spearheaded the digitization of the account and portfolio opening process, reducing onboarding time by 30% and eliminating paper-based workflows through a fully remote digital solution.

Built a scalable, cross-platform design system from the ground up, enabling design consistency, faster delivery, and smoother collaboration between designers and developers.

Worked at the intersection of business logic, UX, and UI – helping the team structure a complex investment experience into coherent end-to-end flows.

Product Design Consultant @ OTP Banka

Mar ‘24 – Jun ‘24

Conducted a comprehensive UX audit of the banking app, identifying usability issues, inconsistent patterns, and accessibility concerns across key user flows.

Delivered actionable recommendations and prototypes to improve navigation, reduce cognitive load, and increase task efficiency for both retail and SME users.

Collaborated with cross-functional teams, including developers, product managers, and business stakeholders to align design improvements with key product and business goals.

Proposed and implemented scalable design patterns that streamlined complex workflows and improved overall app performance.

Freelance UX/UI Designer

Oct ‘23 – Feb ‘24

Designed responsive, user-centric interfaces for multiple clients across web and mobile platforms.

Translated ambiguous client briefs into clear design solutions, fostering trust through regular updates, presentations, and interactive walkthroughs.

Balanced multiple projects simultaneously while meeting tight deadlines, achieving a 100% on-time delivery rate and increasing client satisfaction and retention.

Integrated lightweight design systems and reusable components in Figma, accelerating design consistency and reducing revision cycles.

Product Designer @ N26 | CIF

Apr ‘22 – Aug ‘23

Contributed as part of an 8-person design team to create a stock & ETF trading experience for N26, focusing on feature design and user flows for a seamless mobile investing journey.

Partnered with N26’s in-house designers and researchers to ensure alignment with the N26 super app, maintaining consistency across navigation, interaction patterns, and visual language.

Extended the N26 design system with trading-specific components, improving UI consistency and enabling faster future reuse by other product teams.

Delivered detailed documentation, UI specs, and redlines to engineers, significantly reducing back-and-forth and ensuring pixel-perfect delivery across Android and iOS.