


Lan Belic Product Designer

lan@lanbelic.com
www.lanbelic.com
+31 6 36 134 300
Amsterdam, Netherlands

I am a **Product Designer** with 10 years of experience in the tech industry, specializing in leading complex projects and driving them from concept to completion. My approach combines clear problem-solving with strong mentoring and leadership, guiding both design teams and cross-functional groups. I focus on enhancing team processes and collaboration, ensuring efficiency and successful outcomes in our projects.

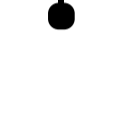
Experience

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Booking.com **Snr. Product Designer**
May 2019 → Now


Snr. Product Designer
June 2021 → Now

As a Senior Product Designer, I am leading the development of a long-term vision and strategy for our experiences. I identify unmet user needs and drive co-creation with a range of multidisciplinary stakeholders to create comprehensive design solutions. My role entails utilizing both qualitative and quantitative methodologies, such as user research and A/B testing, to identify problem spaces and drive end-to-end user experience. I am highly involved in the creation of various visual artifacts, strategic documents, user flows, and other assets to ensure optimal design outcomes. I regularly collaborate with multidisciplinary stakeholders within and outside my team.


Teams: Cross Device Planning (current), Flights Apps team
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Product Designer
May 2019 → June 2021


Owning a full process of new feature development and incremental improvements experimentation, from inception to execution, with close collaboration with engineers, PMs, copywriters and other stakeholders. Delivering hands-on design artefacts such as handover documentation, mobile app and web page screens and user flows.

Teams: Flights Funnel team, In-stay Services
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WeTransfer **Visual Designer**
November 2018 → May 2019

Worked on defining the new design language for the WeTransfer and its suite of products. My focus was on the convergence of brand and product to accurately translate the brand's vision into design language components for WeTransfer's products. In this role, I collaborated closely with brand designers, product designers, and product managers to ensure seamless integration of design elements across all products.
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Accenture Song **Product Designer**
August 2017 → November 2018

Led user experience for payment and fueling parts of the Shell consumer app available on Android, iOS and In-car experience for Jaguar and Landrover. Owned the design and process parts of the design systems team, which laid the foundations for the launch of redesigned consumer apps on iOS and Android.
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Povio **Product Designer**
February 2016 → August 2017

Collaborated with several start-ups across the globe, helping to create strategy, design and launch MVP & lay foundations for design systems.
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MediaMonks **Design Intern**
July 2016 → October 2016

Worked closely with other designers on various projects from conceptual work to production-ready designs for clients such as Adidas, GE, Burj al Arab, Lego.com.
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ENKI **Digital & UX Designer**
June 2015 → February 2016

Working for an award-winning Slovenian digital agency as user experience and digital designer I was responsible for leading web project from ideation to the production phase. Working closely with a client to tailor the design to their values and requirements.

Extracurricular

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ADPList Mentor
February 2022 → Now

Offering mentorship sessions to anyone interested in the design industry, by providing career advice, mock interviews, feedback session, etc.
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DesignLab **Design mentor**
March 2021 → Now

Mentoring upcoming designers through regular 1-1 sessions, feedback sessions and peer support.

Awards

- 1st place @ Innovative Allnighter**
Faculty of Economics, University of Ljubljana
April 2017
- 2nd place @ Young Lions**
SOF - Slovenian Advertising Association
April 2016

Speaking

- Dealing with Imposter Syndrome**
BeMore Festival by ADPList
September 2022
- Getting into design Panel Discussion**
Catalyst Hackathon on Boston University
March 2022
- Figma for Copywriters**
Internal at Booking.com
October 2021
- How to design your team process**
Internal at Booking.com
January 2021

Education

- University of Ljubljana, Faculty of Economics**
Bachelor's degree, Business Informatics
2014 → 2017
- High School Ledina**
High School Degree
2007 → 2011
Zois Scholarship recipient (state scholarship for gifted and talented students)