

Product Designer with 7+ years of experience designing B2B and B2C products, including marketplaces, e-commerce platforms, mobile apps, and complex web products. I specialize in complex user journeys, information architecture, and scalable product interfaces, including payment flows, role-based access systems, admin tools, and analytics dashboards.

Experience

Altprof • Product Design Lead

October 2024 — Present • B2B/B2C Marketplace • Web & Mobile

Altprof is a two-sided B2B/B2C platform connecting customers and service providers across renovation, furniture, interior design, and construction. The platform serves 20,000+ monthly active users, with its quarterly audience growing by 88%. I lead product design across web and mobile, owning user research, initiative prioritization, and overall interface quality.

- Redesigned the homepage and task creation flow, increasing conversion to published requests by 33% (from 0.9% to 1.2%) and form completion by 22% (from 27% to 33%).
- Optimized provider registration, profile setup, and proposal submission, increasing journey completion by 28% (from 32% to 41%).
- Designed an admin panel that automated key operational workflows, saving an eight-person team approximately 120 working hours per month.
- Designed a mobile app for customers and service providers, adapting the web platform’s core journeys for mobile use.
- Established an end-to-end product design process, from problem definition and prioritization to engineering handoff and design QA; coordinated work across engineering, marketing, and customer support, and contributed to team building and hiring.

Altprof • Senior Product Designer

May 2024 — October 2024

Designed the platform’s core B2B/B2C user journeys and established its information architecture, visual language, and key interaction principles.

- Designed 20+ product areas, including registration, user profiles, task creation, proposal submission, provider selection, payments, subscription plans, and order management.
- Designed the subscription purchase and management flow for service providers, covering payment confirmation, errors, transaction states, and renewals.
- Created separate customer and service provider dashboards with distinct features, workflows, and access levels.
- Designed dark mode and integrated it into the design system, standardizing styles, components, and interface states.

iRent • Product Designer

2022 — 2024 • Mobile App Studio

AdTech ecosystem for performance marketing, with 8,000+ iRent users, 10,000+ PWA. Market users, and 60,000+ PWA applications created.

- Designed mobile products end-to-end, from product concepts and user flows to final UI and engineering handoff.
- Designed the UX/UI for 120+ iOS and Android applications.
- 10+ applications reached 5,000+ monthly installs within their first two months after launch.
- Contributed to the corporate website and related web and PWA products.

Freelance • UX/UI Designer

2018 — 2022 • B2B & B2C Products

Designed 10+ B2B and B2C digital products across e-commerce, manufacturing, interiors, and professional services, including corporate websites, online stores, and product catalogs.

- Designed an e-commerce platform for water treatment equipment with 10,000+ products across 60+ categories, defining the catalog architecture, filtering system, and checkout flow.
- Restructured the information architecture of 40-page corporate websites, simplifying navigation and improving access to key services.

Belgrade, Serbia • Open to new opportunities

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Education

Uprock.School

2022

Upper UX/UI Design,
Product Design

HTML Academy

2019

UX/UI Design,
HTML and CSS

NSUEM

2014 — 2018

Bachelor’s Degree, Economics
and Enterprise Management

Skills

Product Discovery

Product Strategy

UX Research

User Interviews

Usability Testing

Information Architecture

Interaction Design

User Flows

Prototyping

Design Systems

Data-informed Design

A/B Testing

Product Analytics

Stakeholder Management

AI-assisted workflow

Cross-functional Collaboration

Responsive Web Design

Mobile Product Design

Toolbox

Design & prototyping

Figma, FigJam, Framer, Principle, Sketch, Adobe Photoshop, Illustrator

Research & analytics

GA4, AppMetrica, Hotjar, Looker Studio, Power BI

Collaboration & delivery

Jira, Notion, Miro, Trello

No-code & front-end

Webflow, Readymag, Tilda, HTML, CSS, basic JS

Languages

English	B2 (Upper-intermediate)
Serbian	A1, Beginner
Russian	Native