

DRAGANA VESELIC

Product Designer | UX/UI Designer

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Product Designer with 10+ years of experience in the creative and tech industry who turns complex, multi-step workflows into clear, efficient experiences for SaaS, B2B mobile, and AI-powered products. I've taken products from research to launch, including apps live on the App Store and Google Play. A background in graphic design gives me a strong visual eye, and I use AI tools like Claude Code daily to move from idea to working prototype faster.

EXPERIENCE

DigitalCube, Belgrade - UX/UI Designer

JUN 2024 - PRESENT

- Sole UX/UI designer across B2B and B2C web and mobile products: telecom, ticketing, warehouse management, sales and aviation operations tools.
- Designed a B2B mobile companion app for a business software company: cut the time to issue an electronic delivery note from 15 minutes to under 1 minute, and a standard field order from 10 to 25 minutes down to 2 to 5 minutes (per the client). Live on the App Store and Google Play.
- Built a premium website for an aircraft dealer around a 7-model configurator, from discovery to frontend implementation with Claude Code. Shipped in one month, 5 more aircraft sold in the first month after launch than in a typical month.
- Designed an aviation operations platform that replaced two separate tools with one system across 4 modules. Live and in daily use by the client's team.
- Redesigned an internal B2B operations platform used daily by the sales team, splitting a dense single-page workflow into 6 focused tabs across 3 operational areas.
- Build HTML prototypes with Claude Code so developers get a shared, working reference for the production build.
- Built and maintained the company design system in Figma, and also used Claude Code to build it in code: custom components built from scratch, existing ones adapted, using Material Design 3, Ant Design, and shadcn/ui patterns, with light and dark themes and scalable tokens.
- Collaborate daily with Product Managers and React and Angular teams on requirements, handoff, and feasibility.

NaariCare, United States (Remote) - UX/UI Designer (Freelance contract)

NOV 2023 - APR 2024

- Sole designer for a mobile app helping women track menopause symptoms, leading the full Design Thinking process end to end: research, flows, information architecture, and high-fidelity UI.
- Ran a 62-person survey and usability testing with 4 users, identified and resolved 5 major usability issues, including replacing a confusing slider with clear buttons and redesigning the pattern screen into readable line charts.
- Designed the data visualizations, dashboards, and complete design system in Figma.

Gagabyte, Belgrade - Founder & UX/UI Designer, Graphic Designer (Self-employed)

SEP 2022 - JUN 2024

- Designed mobile apps and landing pages for startups and small businesses, from user research and interviews to user flows, information architecture, and interactive prototypes.
- Facilitated product goal workshops with product managers and maintained design systems (components and illustrations) across products.
- Graphic design in parallel: brand and visual identities, logos, illustrations, album covers, eBooks, packaging, magazines, and social media content in Adobe Creative Cloud.

Freelance, Belgrade - Graphic Designer, Artwork & Album Cover Designer

SEP 2015 - SEP 2022

- Album covers and artwork for digital, CD, and vinyl releases, including Universal Music artists and managers.
- Visual identities, logos, packaging, and event visuals for clients including Freshwave Festival and All Day I Dream.

EDUCATION

College of Professional Studies – Belgrade Polytechnic, Belgrade - Bachelor's Degree in Graphic Design

OCT 2009 - SEPTEMBER 2015

Education focused on creative problem solving, visual communication, and end to end design production across digital and print media. Skilled in concept development and industry standard design tools and workflows.

AWARDS & CERTIFICATES

Hackathon Winner 2024, NOI Techpark Bolzano, Italy - UX / UI Designer

NOV 2024

1st place at NOI Hackathon 2024. As the sole designer, working with a front-end developer and a backend developer, I designed RouteBOT AI, an AI Price Tender Bot that handles supplier communication and transport tendering for GRUBER Logistics, and took it from first wireframe to working prototype in 24 hours.

Google UX Design Certificate, Online - UX / UI Designer

OCT 2023

Earned an industry recognized certificate focused on the end to end UX design process, from user research and ideation to wireframing, prototyping, and usability testing. Gained practical experience applying the Design Thinking process and creating responsive designs in Figma. Developed strong skills in user empathy, accessibility, and iterative design through case studies.

UI/UX Design (SAE Institute Certificate), Belgrade - UX / UI Designer

JUN 2019

Completed a professional UX Design course based on the Design Thinking framework, covering all stages from research to testing. Gained experience in user research, information architecture, wireframing, prototyping, and usability evaluation. Developed strong teamwork, problem solving, and communication skills while working on real UX projects.

LANGUAGES

Serbian - C2 (Native) **English** - C1 (Advanced) **German** - A1 (Learning)

SKILLS

Design Tools: Figma, FigJam, Adobe Photoshop, Adobe Illustrator, Webflow

UX Methods: Design Thinking, Double Diamond, User Research, User Interviews, Usability Testing, Heuristic Evaluation, Information Architecture, Journey Mapping, Wireframing, Prototyping

UI Design: Design Systems, Component Libraries, Material Design 3, Ant Design, shadcn/ui, Accessibility (WCAG), Responsive Design, Data Visualization, Dashboard Design

Collaboration: Developer Handoff, Cross-Functional Collaboration, Basic Knowledge of HTML & CSS

AI Tools: Claude Code, ChatGPT, Midjourney, Figma Make