

# Ilijana Vujatovic

## Product Designer

Portfolio • [iljanavujatovic.com](http://iljanavujatovic.com)

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Customer-centric Product Designer with 5+ years of experience crafting intuitive, engaging digital experiences across web and mobile platforms. Skilled in user research, wireframing, prototyping, and mapping user journeys to deliver seamless experience and product interactions. Strong collaborator who thrives in cross-functional teams, using data-driven insights and user feedback to iterate and improve design solutions. Used to international setting and dynamic work environment, driven by problem solving, open to new opportunities.

### KEY ACHIEVEMENTS

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- User researcher and creator of the whole project, pointed out its importance, increased the number of bookings by 14% in the first month
- Designed and improved complex workflow for a B2B SaaS platform, resulting in a 24% increase product adoption
- Led a critical redesign of an booking flow, increasing efficiency and experience by reducing booking times to 60 seconds or less

### WORK EXPERIENCE

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#### Product Designer

August 2022 - April 2025

ABC Trainerize / Vancouver, Canada

- End-to-end design process from research, early-stage concept sketches and wireframes to high-fidelity prototypes and final handover
- Effectively communicate design ideas, clearly communicating the 'why' behind design decisions to stakeholders and team members
- Stepped into the role to advocate for user-centered design and push design improvements further
- Optimised user journey, navigation and created positive impact on the user experience, boasting user satisfaction and drive business growth
- Rebuild appointment user flow by making it shorter, intuitive and clean and designed flows that simplified the user integration process, improving the overall user experience.
- Teaming up with designers, developers, stakeholders and product owners for UX/UI effort on a huge complex platform rebuild

#### Web Designer

May 2021 - July 2022

Zepter International / Belgrade, Serbia

- Improved UX/UI experience of the e-commerce platform (B2C) to elevate the overall web shopping experience and enhance the platform's aesthetic appeal and usability
- Take ownership of design projects and development website projects
- Designing and optimize high-converting landing pages, product pages, to improve user experience
- Utilize data and analytics in making design decisions

#### Visual Designer

December 2013 - August 2020

Adria Media Group / Belgrade, Serbia

- Designed multiple projects simultaneously, ensuring that each one progresses efficiently while maintaining high-quality standards.
- Worked closely with web developers to create seamless and visually appealing designs for websites

### EDUCATION

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**Bachelor of Graphic Design**, Belgrade Academy Of Polytechnics

### KEY SKILLS & TOOLS

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- User-Centered Design Principles
- Prototyping & Wireframing
- User Research, UX Strategy & Data Analysis
- High & Low-Fidelity Mockups
- Strong Communication & Presentation Skills
- Ability to manage multiple projects, impact-driven
- Figma,
- Adobe Creative Suite
- Frontend Knowledge: HTML, CSS, and responsive design principles
- Jira, ClickUp, Slack, Miro