

# Dunja Cvetkovic

Product designer

## Professional summary

Creative and user-centered Product Designer with 5+ years of experience in delivering intuitive, engaging, and impactful product solutions across web and mobile platforms. Proven expertise in leading cross-functional teams from ideation to execution, conducting user research, and delivering high-fidelity designs. Skilled in creating scalable design systems, improving user experience through data-driven decisions, and enhancing product value through a blend of strategic thinking, design thinking, and attention to detail. Adept at collaborating with stakeholders to deliver products that align with both user needs and business objectives.

## Professional experience

**Product designer** | Aquila Biolabs/SBI | October 2021 – March 2024

- Spearheaded the redesign of a biotechnology platform, improving usability and streamlining the overall user journey.
- Led comprehensive user research and usability testing, transforming insights into actionable design solutions using wireframes and prototypes in Figma.
- Created a scalable design system that standardized UI components, improving design consistency across the platform and reducing developer handoff time.
- Collaborated with developers and product managers to ensure that the designs aligned with business goals, enhancing the product's usability and adoption.

**Brand and product designer** | TryTheCBD | December 2019 – August 2021

- Led the revitalization of the brand's image, successfully driving an increase in customer engagement through cohesive marketing strategies and a unified visual identity across web and graphic design.
- Developed responsive email design templates, optimizing them for higher engagement and boosting conversion rates by 26%.
- Created compelling visual content for email marketing campaigns, contributing to a growth in subscriber interactions.
- Collaborated with copywriters to ensure alignment between visual elements and messaging, producing integrated marketing materials that enhanced overall brand coherence.

**UI/UX designer** | Jiway S.A. | February 2018 – April 2019

- Led end-to-end UX/UI development, focusing on creating intuitive and user-friendly interfaces for multiple products.
- Conducted comprehensive user research and usability testing, leveraging insights to design seamless user experiences across web and mobile platforms.
- Collaborated closely with developers, product managers, and stakeholders to ensure design alignment with technical requirements and project goals.
- Iteratively refined wireframes and prototypes based on A/B testing and user feedback, resulting in a 21% improvement in user satisfaction and task completion rates.

**Freelance web and graphic designer** | August 2012 – February 2018

- Designed websites, logos, and marketing collateral for diverse clients, contributing to an increase in client engagement and conversions.
- Developed and executed comprehensive branding strategies and UI/UX designs tailored to client needs, driving measurable growth in brand awareness and user satisfaction.
- Implemented effective SEO and content marketing strategies, resulting in improved search engine rankings and a significant increase in organic traffic.

## Skills

### Technical Skills

- Figma, Sketch, Adobe XD, Photoshop, Illustrator
- Usability Studies, A/B Testing, User Interviews, Prototyping, Wireframing
- HTML, CSS, JavaScript (basic understanding)
- SEO, Content Strategy, Branding

### Soft Skills

- Cross-functional Teamwork
- Client Management
- Problem-Solving
- Project Leadership

## Education

### Bachelor's Degree in Marketing

DOBA University | 2021 - 2024

### Graphic Design Technician

Design School "Bogdan Suput" | 2008 - 2012

## Courses

The One-Person UX Team @ **Nielsen Norman Group**

Multiple courses @ **Interaction Design Foundation**

## Volunteer experience

**Design and marketing coordinator (Volunteer)** | Centre for missing and exploited children Serbia | July 2018 – June 2023 (Concurrently with full-time roles)

- Led digital marketing campaigns, resulting in a 42% increase in social media engagement and follower growth in first year.
- Spearheaded public relations and advocacy efforts, significantly enhancing the organization's visibility and public reach.
- Organized and coordinated multiple events, successfully raising awareness for child safety and social justice causes.

## Links

Portfolio

[dunjacvetkovic.com](http://dunjacvetkovic.com)

LinkedIn

[www.linkedin.com/in/dunjacvetkovic](http://www.linkedin.com/in/dunjacvetkovic)

IDF Profile

[www.interaction-design.org/members/dunja-cvetkovic](http://www.interaction-design.org/members/dunja-cvetkovic)

## Languages

- German: A2
- English: C1
- Croatian: C1
- Serbian: Native