

Product designer with 5 years across B2B SaaS, internal tools and e-commerce. I take products from research to shipped UI, and my front-end background keeps designs buildable.

Experience

Atlantbh, UX/UI Designer

Hybrid • Sep 2024 – Present

- Designing an internal HR platform covering hiring, onboarding, time-off and performance workflows.
- Owned end-to-end design of a confidential client-facing product, from user interviews and wireframes to final UI and developer handoff.
- Contributed to a 50+ component design system shared across products.

Freelance (Upwork), Web Designer

Part-time • Sep 2021 – Apr 2026

- Designed and launched 10+ websites for B2B SaaS clients, from brief to handoff.
- Maintained a 100% Job Success Score and Top Rated status.
- Redesigned Warden AI's landing page ahead of launch; the company signed its first 20 B2B customers within weeks.

Helpjuice, Product Designer

Remote • May 2023 – Mar 2024

- Designed and improved web experiences for Helpjuice's knowledge base platform.
- Partnered with engineers, using front-end skills to keep designs buildable.
- Customized 50+ customer knowledge bases using HTML, SCSS, JavaScript and Liquid.

intent.ly, Graphic Designer

Remote • Oct 2022 – Dec 2023

- Designed ad creatives for major e-commerce brands including Levi's, Hotel Chocolat and Currys.
- Produced 20+ brand-consistent assets per week in Photoshop, Illustrator and Figma.
- Iterated designs quickly based on client feedback and campaign performance.

Projects & Awards

1st Place, Hackathon by BEST Mostar

Mostar • Mar 2024

- Designed an AI-powered learning app in a team of 3 within 48h; owned UX and UI.

1st Place, IT Reboot by itreboot.ba

Travnik • Dec 2023

- Designed Travnikpulse, a city guide app for newcomers and tourists; focused on UX flows and interface.

Skills

❖ Design: Product Design, UX Research, Usability Testing, Wireframing, Prototyping, Design Systems, AI Product Design

📁 Tools: Figma, FigJam, Sketch, Jitter, Framer, Webflow, Photoshop, Illustrator

</> Code & AI: HTML, CSS, Claude Code, Codex