

Dragana Đekić

Senior Product Designer

CONTACT

01

WEBSITE
draganadekic.com

EMAIL ADDRESS
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LINKEDIN
<https://www.linkedin.com/in/draganadekic/>

TOOLS

03

Figma	Visual Studio
Sketch	Miro
Lovable	Confluence
ChatGPT	Google Analytics
Illustrator	Hotjar
Dovetail	Google Suite

LANGUAGES

04

English	C2
Slovenian	native
Serbian	C2
Spanish	B1

EXPERIENCE

02

Senior Product (UX) Designer @ IKEA Ingka Group

Malmö (Sweden) • Remote • Jan 2025 -

Working on a internal platform where IKEA employees can add their best ways of working and share it across all IKEA stores.

- Created and steered the product roadmap with product side
- Actively communicated with stakeholders and product team in order to prioritise future functionalities
- Designed the visuals compliant to the IKEA's internal design system
- Conducted quantitative and qualitative research remote or in stores
- Supported the release process with testings

Senior Product Designer @ tretton37

Ljubljana (Slovenia), Lund (Sweden), Oslo (Norway) • Hybrid, Remote • Dec 2020 - Jan 2025

Worked as a senior consultant at client product teams. Together with them I established a work flow from a product and design perspective and collaborated with them on a daily basis.

- **UX Designer @ IKEA Ingka Group**

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- Supported the release process with testings

- **UX Analyst @ Elkjøp Nordic AS**

Worked on self-service products for reducing unwanted inbound volume to customer care centre.

- Conducted user interviews and usability tests in order to reveal users's pain points and to investigate about possible features
- Worked in all stages of product development - concept, wireframes, design iterations, production and QA.
- Led discovery workshops with members of our product team in order to prioritise most important solution based on user feedback
- Designed UI architecture and interface from existing design system, and interaction flow for a seamless cross-platform experience
- Collected and analysed qualitative data collected with Hotjar and Google Analytics

- **UX Designer @ Alfa Laval**

Designed the flow of a recycling initiative service and a troubleshooting function for heat exchangers in Alfa Laval's web shop.

- Facilitated workshops with stakeholders and customers to gain a wider perspective into business requirements and user needs
- Designed, conducted and analysed results from usability tests in order to generate insights that fuel ideation and evaluate designs
- Designed lightweight prototype concepts for communication with the business, project team, and for usability studies

ENKI digital agency

Ljubljana (Slovenia) • On site • Nov 2019 - Aug 2020

Worked closely with our in-house team (developers and project manager). Worked in parallel on multiple projects for known Slovenian companies.

- **UX Designer @ Loterija Slovenije**

Loterija Slovenije is the largest organiser of classic games of chance in Slovenia. I designed various flows on their website in order to increase user engagement.

- **UX Analyst @ KNM Travel**

Designed the UI based on existing art direction. KNM Travel is a website that promotes various touristic services in Slovenia as a unique experience.

- **UX Designer @ Teambuilding Academy**

Team building academy is a website where companies can explore and innovative team building events. I focused on redesigning the website with the goal of presenting content in a more intuitive way and ensuring that users could easily access information about good team practices.

EDUCATION

05

2014-2019

Faculty of Natural Sciences and Engineering, Department of Textiles, Graphic Arts and Design

University of Ljubljana

- in last year

CERTIFICATION

06

Dec 2022

NN/g UX Certification

Nielsen Norman Group