

# Dragana Đekić

## Senior Product Designer



Data-driven and highly organized, with **6 years of experience** working on web and mobile platforms both in-house and as a consultant on product teams on SaaS, B2B and B2C products.

### CONTACT 01

PORTFOLIO  
[draganadekic.com](mailto:info@draganadekic.com)

EMAIL ADDRESS  
[info@draganadekic.com](mailto:info@draganadekic.com)

LOCATION  
**Málaga, Spain**

PHONE NUMBER  
**+34 603 054 045**

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

### TOOLS 03

Figma	Maze
Sketch	Miro
Google Suite	Confluence
Google Analytics	Chat GPT
PowerBI	Hotjar
Dovetail	Slack
MS Teams	

### METHODS 04

Usability tests

Product strategy

Stakeholder interviews

Service blueprinting

A/B testing

Product roadmap creation

User surveys

Design system (contribution and maintenance)

Wireframing and high-fidelity prototyping

Manual testing

User interviews

Accessibility reviews

Workshop facilitation

User flows

HTML/CSS

UI design

Mentorship of junior designers

AI adoption in work processes

Systems thinking

### LANGUAGES 05

English	C2
Slovenian	native
Serbian	C2
Spanish	B1

### WORK EXPERIENCE 02

#### Senior Product (UX) Designer @ IKEA Ingka Group

Malmö, Sweden • Remote • Jan 2025 – Oct 2025

Worked on a productivity web platform that allows IKEA employees to contribute and share best practices for improving KPIs across the global store network.

- Defined and drove the product roadmap with leadership, ensuring scalability of product and business value
- Collaborated with cross-functional teams with engineers, product manager, research while having in mind technical constraints, product requirements and business needs
- Owned the end-to-end product lifecycle from discovery and information architecture to high fidelity prototyping while using IKEA's design system for high quality visual designs
- Evaluated AI solutions to boost business results and streamline user workflows and designed AI-integrated user flows.
- Conducted experiments and led the design of user flows and A/B experiments to optimize key funnels

#### Most notable results:

- **38,4%** decrease in validation time,
- **181%** increase in published high quality improvements in the last two years,
- **27%** rise in number of ideas being implemented.

#### Senior Product Designer @ tretton37

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

Worked as a senior consultant in a cross-functional collaboration. Worked independently within clients' teams in fast-paced environments. Mentored junior designers with a growth mindset and empathy. Interviewed them in technical interviews in the recruitment process.

#### UX Designer @ IKEA Ingka Group

Worked on a productivity web platform that allows IKEA employees to contribute and share best practices for improving KPIs across the global store network.

- Collaborated cross-functionally in teams with engineers, product manager, research while having in mind technical constraints, product requirements and business needs
- Owned the end-to-end product lifecycle from discovery and information architecture to high fidelity prototyping while using IKEA's design system to ensure consistency and scalability
- Conducted usability tests, experiments and led the design of user flows and A/B experiments to optimize key funnels

#### Most notable results:

- **38,4%** decrease in validation time,
- **181%** increase in published high quality improvements in the last two years.

#### UX Analyst @ Elkjøp Nordic AS

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

- Led user research to uncover insights and new use cases
- Contributed in product development process from discovery and ideation, to high-fidelity visual design and production ready interface, ensuring alignment between usability and business objectives
- Performed accessibility audits in line with WCAG best practices, to drive more intuitive and aesthetic UI
- Used Hotjar, Google Analytics and Dovetail for data analysis and extracted insights to guide decision making

#### Most notable results:

- **11,4 MNOK** saved costs with reduced calls,
- **110K** unnecessary calls reduced,
- **24,1%** increase of answering rate of customer care centre (Jan-Aug 2022).

#### UX Designer @ Alfa Laval

Worked on two digital products: flow of a recycling initiative service and a troubleshooting function for heat exchangers in Alfa Laval's web shop.

- Facilitated design thinking workshops with stakeholders and product managers to align on design decisions to improve UI/UX
- Designed, tested and rapidly iterated use cases based on feedback from users and business
- Communicated with stakeholders with design tools such as Figma and FigJam - using presentations, user flows, and journey maps to visualise and articulate design rationale effectively
- Led design sprints and brainstorming for creating initial design concepts
- Created an AI workflow for the troubleshooting process

#### Most notable results:

- **32,8%** increase in completion of the prototype,
- **6** iterations done in total.

#### UX/UI Designer @ ENKI digital agency

Ljubljana (Slovenia) • Onsite • Nov 2019 – Aug 2020

Worked closely with our in-house team (with engineers and project managers) on SaaS, B2B and B2C web and mobile platforms for known Slovenian companies.

#### UX Designer @ Loterija Slovenije

Loterija Slovenije is the largest organiser of classic games of chance in Slovenia. I refined user flows on their website and mobile platform in order to increase retention and took care of interaction design across platforms.

#### UX Analyst @ KNM Travel

KNM Travel is a website that promotes tourism in Slovenia as a unique experience. Focused on UI/UX. With storytelling skills and having attention to detail, I collaborated with the client to prepare visual assets for marketing purposes.

#### UX Designer @ Teambuilding Academy

Team building academy is a website where companies can explore and innovative team building events. I focused on responsive web design according to design patterns to increase user engagement and provided structured design specifications for engineers.

### EDUCATION 06

2014–2019

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

University of Ljubljana

- In last year of bachelor degree

### CERTIFICATIONS 07

Dec 2022

**NN/g UX Certification**

Nielsen Norman Group