

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

WORK EXPERIENCE

02

PORTFOLIO

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LOCATION

Málaga, Spain

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LINKEDIN

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TOOLS

03

Figma

Maze

Sketch

Miro

Google Suite

Confluence

Google

Chat GPT

Analytics

Hotjar

PowerBI

Slack

Dovetail

MS Teams

METHODS

04

Usability tests

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.

Product strategy

UX Analyst @ Elkjøp Nordic AS

Ljubljana, Slovenia • Remote • Jan 2021 - Jun 2023

Stakeholder interviews

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

Service blueprinting

- Led user research to uncover insights and new use cases

A/B testing

- 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

Product roadmap creation

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).

User surveys

UX Designer @ Alfa Laval

Ljubljana, Slovenia • Remote • Jun 2020 - Dec 2020

Design system (contribution and maintenance)

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

Wireframing and high-fidelity prototyping

- Performed accessibility audits in line with WCAG best practices, to drive more intuitive and aesthetic UI

Manual testing

- Used Hotjar, Google Analytics and Dovetail for data analysis and extracted insights to guide decision making

User interviews

Most notable results:

- **11,4 MNOK** saved costs with reduced calls,

Accessibility reviews

- **110K** unnecessary calls reduced,

Workshop facilitation

- **24,1%** increase of answering rate of customer care centre (Jan-Aug 2022).

Userflows

UX/UI Designer @ tretton37

Ljubljana, Slovenia • Hybrid • Dec 2020 - Jan 2025

HTML/CSS

Worked as a senior consultant in cross-functional teams with engineers, business analysts, product managers and product owners in clients' teams (listed above).

UI design

- Guided and mentored young women over a year-long program, helping them secure their first professional roles in the industry

Mentorship of junior designers

- Led and contributed to the designer recruitment process, evaluating candidates through technical interviews to ensure strong team fit

AI adoption in work processes

- Led the design of internal tools, creating solutions that streamlined employee operations and daily workflows

Systems thinking

- Led design sprints and brainstorming sessions for creating initial design concepts

LANGUAGES

05

English

C2

Slovenian

native

Serbian

C2

Spanish

B1

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

UX/UI Certification

Nielsen Norman Group