

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

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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

Ljubljana, Slovenia • Remote • July 2023 – 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, streamlined 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.

UX Analyst @ Elkjøp Nordic AS

Ljubljana, Slovenia • Remote • Jan 2021 – Jun 2023

Worked on a consumer-faced 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

Ljubljana, Slovenia • Remote • Jun 2020 – Dec 2020

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 @ tretton37

Ljubljana, Slovenia • Hybrid • Dec 2020 – Jan 2025

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

- Guided and mentored young women over a year-long program, helping them secure their first professional roles in the industry
- Led and contributed the designer recruitment process, evaluating candidates through technical interviews to ensure strong team fit
- Led the design of internal tools, creating solutions that streamlined employee operations and daily workflows
- Led design sprints and brainstorming sessions for creating initial design concepts

Most notable results:

- **85%** rise in adoption in using the internal tool for employees,
- **Mentorship goal reached:** mentee has successfully landed a junior UX designer role

UX/UI Designer @ ENKI digital agency

Ljubljana (Slovenia) • On site • 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