

Profile

Digital Experience and Product Design Leader with 14+ years of international experience shaping complex products, platforms, and service journeys across government, banking, tourism, luxury, B2B, enterprise, and consumer products.  
I combine product strategy, UX research, design systems, visual craft, AI-enabled workflows, stakeholder alignment, and hands-on execution to create scalable experiences from 0-1 to mature products used and loved by millions.

Connected Digital Experience · Product Design Leadership · Experience Strategy · Service Design · Design Systems · UX Research · Conversion Optimisation · AI Product Experiences · Stakeholder Alignment · Team Mentoring

Experience



**Lead Product Designer**  
Department of Economy & Tourism  
(Government of Dubai)  
Present · Dubai, UAE

- Leading the redesign of Invest in Dubai, supporting Dubai’s business setup, licensing, and investor services ecosystem.
- Designing **50+ features** and services across **7 rollout phases** for complex regulatory and business workflows.
- Creating a new visual language and design system with **800+ components** for scalable platform delivery.
- Introducing AI-assisted conversational guidance for a platform supporting **1.5M+ active** commercial licences.



**Lead Product Designer**  
First Abu Dhabi Bank  
2025 - 2026 · Dubai, UAE

- Led UX and product design for FAB's KSA market expansion across mobile and web banking.
- Built and scaled an international **design system** for multi-market rollout.
- Mentored junior designers and aligned research, product, engineering, and business stakeholders.



**Experience Design Lead**  
Create Group  
2024 — 2025 · Dubai / Abu Dhabi, UAE

- Led the UX department and managed 5 designers across **25+ projects** in government, tourism, luxury, education, automotive, culture & digital transformation.
- Led experience design for Experience Abu Dhabi, contributing to **100K+ app** downloads, **+134%** outbound partner clicks, and **+40%** time spent on site.
- Designed Visitor Interactive Centre experiences across 5+ physical locations, targeting **1M+** digital screen **interactions**.
- Designed a **3x-awarded** AI-powered SME learning hub for DET, with AI-generated courses, digital avatars, 1-on-1 AI tutoring, and LLM-based recommendations.
- Introduced AI tools, modular UX systems, workshops, and design workflows, contributing to **5+ awards** across team and project work.



**Lead Product Designer**  
Emirates NBD  
2023 — 2024 · Dubai, UAE

- Led the new ATM experience, touching **3M+ monthly** transactions and reducing key task time from **2.5+ minutes** to under **30 seconds**.
- Led redesign initiatives for ENBD Business X and business banking experiences.
- Co-led design system improvements supporting **50+ designers** across **5+ units**.
- Designed **10+** targeted mobile banking **features** for UAE local customer segments.
- Worked with leadership on **3+ internal AI products** and consumer-facing AI support concepts.



**Lead Product Designer**  
Erste Group / George Labs  
2020 — 2023 · Vienna, Austria

- Led **0 – 1 design** of George Business, creating a scalable business banking platform for **20K+** business clients.
- Supported rollout across Austria, Romania, and Czech Republic, with a scalable approach for **7 George markets**.
- Led Financial Health design, contributing to a **Qorus Silver Award** in Offering Innovation.
- Partnered with research teams on user testing and presented concepts to senior leadership and board-level stakeholders.



## Senior Product Designer

Agentur LOOP

2019 — 2020 · Salzburg, Austria

- Designed digital products, e-commerce experiences, and campaigns for **Breitling, Audi, Porsche, Tupperware, Puma, ADAC, PUMATrac, Humanic**, and others.
- Worked on PUMATrac: **1M+** downloads, **4.7–4.8 rating**, and **20K+** reviews.
- Contributed to ADAC digital products with **1M+ downloads** and B2C/B2B mobile app experiences for Humanic.
- Led workshops, design sprints, and developer handoffs to maintain UX quality through delivery.



## Principal Designer

Eat App

2015\* — 2019 · Dubai, UAE

- Collaborated with the founder on the first native iPad app, supporting early product validation and **\$300K** seed funding.
- Designed **0–1 B2B and B2C** experiences across restaurant management, bookings, reservations, guest flows, and internal tools.
- Helped scale the platform past 1,000+ restaurants, **\$1.2M** funding, and **5M+ guest** bookings.
- Evolved the product from native iPad app to responsive web experiences, supporting growth to **5,000+** restaurants across **90+ countries**.



## UX / UI Designer

Bwin

2017 — 2018 · Vienna, Austria

- Designed betting and gaming experiences for **20M+ customers** and over **4M+ monthly active** users.
- Worked across Bwin, Sportingbet, Betboo, Ladbrokes, Eurobet, and Crystalbet.
- Created a white-label design system for **5+ market-specific** brands, balancing consistency, conversion, and local requirements.



## Junior Digital Designer

Degordian

2015 — 2017 · Zagreb, Croatia

- Designed websites, campaigns, and visual assets for **Lufthansa, Zipt, Determ, Adriatic Luxury Hotels, Clover**, and others.
- Supported conceiving, UI design, responsive web design, digital production, and delivery across agency projects.
- Built a strong foundation in digital craft, visual systems, attention to detail, and production quality.

## Freelance Designer

2012 — 2015 · Remote

- Delivered 20+ design projects for startups, small businesses, and early-stage digital clients, designing websites, interfaces, identities, and digital materials while building early front-end development literacy.

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## Leadership & Experience Focus

- **Connected Digital Experience:** Creating joined-up journeys across mobile, web, kiosks, service platforms, and physical touchpoints.
- **Product & Experience Strategy:** Turning business goals, customer needs, and complexity into clear digital product direction.
- **Team Leadership:** Hiring, mentoring, and managing designers through discovery, critique, workshops, and delivery.
- **Design Systems at Scale:** Building modular UX patterns and systems that improve consistency, speed, and quality.
- **AI in Product & Process:** Using AI to accelerate design work and designing AI-powered

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## Consulting & Advisory

- Delivered product design, UX, design system, and digital transformation work for **Swiss Re, Gartner, JTI, Kearney, Lob, Globant** and others.
- Over 10 years with Toptal across 20+ projects, including UX strategy, product design, design systems, and conversion-focused platforms.
- Worked as a Toptal design screener/recruiter, evaluating and onboarding new design talent.

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## Recognition, Awards & Press

- **Awards:** Apple App of the Day / App Store recognition, Qorus Award, Euromoney, MENA Digital Awards, Awwwards Site of the Day, Behance UI/UX.
- **Press:** Featured or referenced in Campaign, ConsultancyME, Al Jazeera
- **Community & Mentoring:** Toptal design screening, designer mentoring, client education sessions, workshops, and George Design conference organisation.

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## Education

- University North, Varaždin, Croatia