

SERGEJ VAVAN

DIGITAL PRODUCT DESIGNER

vavandesign@gmail.com

vavandesign.com

+491794818612

Cologne, Germany

Designing intuitive, engaging and usable digital products by combining research, prototyping, and testing with a goal to simplify and enhance user needs while boosting business impacts.

WORK EXPERIENCE

UI/UX Designer

Whiskey Tango Foxtrot GmbH

Oct 2023 - Present

- Designed a modular add-on flow for landlord legal protection, **reducing drop-off rates** at key input steps and enabling new insurance policy upgrades.
- Delivered high-fidelity prototypes and specs that **reduced developer QA revisions**.
- Added accessibility improvements (focus states, semantic structure, screen reader support), raising **WCAG compliance scores**.

Product Designer & Webflow Developer

VAVAN.STUDIO

Oct 2017 - Present

- Increased revenue by 42%** for a wedding photographer by designing a digital experience that increased booking price while maintaining the same number of bookings.
- Drove the sale of 460 masterclasses** by designing a high-converting landing page that effectively communicated the value proposition and guided users to complete purchases.
- Delivered impactful user experiences by **leading discovery workshops** and **strategic sessions** with clients.
- Enhanced brand identity and digital engagement by crafting **cohesive visual designs** that integrated across digital touchpoints.

UX/UI Designer

RADIKANT GmbH

Oct 2021 - Feb 2023

- Designed a **digital design system** and worked on the redesign of **Infineon's brand portal**, reducing time to create and publish brand-compliant assets.
- Collaborated daily with Infineon's brand team, developers, and freelancers to ensure consistency and smooth implementation.
- Delivered **scalable UI components and documentation**, enabling faster onboarding for new design and development team members.

UX/UI Designer

Marquer Le Futur

Oct 2020 - Oct 2021

- Designed and launched the agency's new Webflow website, **increasing inbound project inquiries by 20%**.
- Delivered website designs for online entrepreneurs and coaches, **improving lead conversion rates** on client sites.
- Managed end-to-end design and development, ensuring on-time delivery across multiple client projects

UX/UI Designer

Flying Fish Tech B.V.

May 2020 - Aug 2020

- Conducted user research and stakeholder interviews to define requirements for an Uber-style booking app **MVP for Water Taxi Rotterdam**.
- Created and tested interactive prototypes with target users, validating core flows before development.
- Delivered research-backed design recommendations that secured stakeholder approval and **funding for the next project phase**.

EDUCATION

Highschool "20. Oktober"
"FAM" University - OP Management

SOFTWARE

Figma
Webflow
ChatGPT
Perplexity
DALLE
Lovable
Adobe Illustrator
Adobe Photoshop

SKILLS

User Centered Design
Information Architecture
Visual Design
Responsive Design
Wireframing & Prototyping
Usability Testing
Interaction Design
Design Thinking

LANGUAGES

Serbian
English
German