Milana Adamov

DESIGN DIRECTOR

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ABOUT ME

Design is a team sport, I've spent 18 years proving it. Currently co-leading a 12-person international design organisation through business consolidation and constant acquisitions, for a platform supporting 43,000+ clients. I believe great leadership is mostly invisible, in setting up foundations for everything to operate smoothly, leading by example and creating an environment of trust. I set clear processes, but the real work is building a team people can rely on, so standards rise because people want them to and put in the effort needed. Human-centered. Delivery-driven. Zero fluff.

SKILLS

- DesignOps
- Coaching & Mentoring
- Stakeholder Management
- Design Strategy
- Cross-functional Collaborations
- Team Development
- Design Systems
- Product Design
- UX Research
- Information Architecture
- Company Branding
- Rapid prototyping with Figma, Claude

EXPERIENCE

Forsta AS

Design Director — July 2022 - Present

Formed from the 2021 merger of Confirmit, FocusVision, and Dapresy; acquired by Press Ganey in 2022 to become PG Forsta; a vast multi-product experience platform serving clients globally.

- Leading and developing a multidisciplinary international design organisation of 12 across Europe and North America, with three direct reports in Oslo, Vancouver and Washington at the moment.
- Keeping a geographically distributed, cross-functional team aligned and moving in the same direction within a heavily siloed environment.
- Driving adoption of AI across the design workflow — from using it to synthesize heavy data surveys into actionable insight, to supporting the team's AI-assisted prototyping practice that developers now rely on to accelerate implementation.
- Partnering directly with executive leadership to shape product direction and elevate design's role in product decisions throughout the business.
- Overseeing design operations on a complex multi-product platform that empowers clients across healthcare, commercial and market research.
- Maintaining and evolving design system infrastructure powering the platform, balancing legacy integrity with forward-looking component architecture.
- Mentoring and coaching designers at every level, from craft to strategic thinking.
- Leading the design team through four acquisitions with constant transformations and operational synergies.



Design Manager — May 2021 - July 2022

- Worked closely with product leadership to weave methodologies, processes, and tools into a coherent design strategy during a three-way company merger.
- Owned the design system across the merged product palette, ensuring visual and functional consistency across products never designed to coexist.
- Led all design efforts on SmartHub (data analysis and management product) while repositioning it, as well as the rest of the product suite, to form a coherent platform in the eyes of users.
- Directly managed a team of up to seven designers across Europe, US and Canada.

Confirmit AS
Senior UX Designer — April 2020 - May 2021

Oslo-founded (1996) leading SaaS provider for market research, customer feedback, and employee engagement, later merging with FocusVision and Dapresy to form Forsta AS.

- Drove the component creation on a design system architected to span the full product palette, increasing consistency and efficiency across tools that had grown independently.
- Led design on SmartHub, a complex, data-heavy management product, from concept to delivery.
- Shifted the internal conversation from UI execution toward UX best practice and research.

Cxense ASA
UX Lead — July 2019 - April 2020

Data platform helping digital publishers understand users and build personalised, profitable customer relationships, acquired by Piano in 2020.

- Led a cross-functional restyling initiative across 30+ teammates in 5 locations after the acquisition.
- Managed scope, roadmaps, and design-to-development process across a distributed team under tight acquisition timelines.

Norigin Media AS
Lead Designer — March 2016 - Jun 2019

Oslo-based streaming and TV application provider for broadcasters worldwide.

- Led UX across a full suite of streaming and TV applications from concept to production.
- Built systematic design processes enabling design and development to run in parallel, smoothing handover between stages.
- Owned stakeholder communication, usability research, and design system work across multiple fast-moving development teams.

Consultant / Self-employed
Web & Graphic Designer — January 2008 - March 2016

- Eight years building brand, web, and product design work end-to-end for founders and small ambitious companies, across branding, UX, and digital products.
- Concurrent clients and roles included Renhead, Ivy Exec (clients included Forbes, The Economist, Columbia Business School, Boston University, NYU Stern, and Berkeley), Labeley, and Spoonlabs.

EDUCATION & CERTIFICATIONS

Bachelor's Degree, Graphic & Web Design - Beogradska Politehnika · 2004 – 2008
Certified by NOKUT in July 2015, Credential ID 64531

Norskprøve - Oslo Voksenopplaering Rosenhof - candidate ID VOX-22585 · 2019
Speaking B1, Listening A2, Writing A2, Reading B1

Masterclass certificate of completion - IxDF · 2025
Design Systems: How to Write Design Documentation People Will Actually Use

Masterclass certificate of completion - IxDF · 2025
Storytelling Strategies for Leaders and Future thinkers

Kursbevis - Alfaskolen AS · 2025
Norwegian language course B1

Course certificate - University of Helsinki · 2026
Elements of AI course

LANGUAGES

English - Bilingual proficiency

Norwegian - Working proficiency (actively progressing toward advanced fluency)

Serbian - Native