Katarina Stefanović
Product Designer

EXPERIENCE

UI/UX Product Designer | Kuriosity Designs (Self-Employed)
Apr 2023 – Current

Partnered with clients from various industries including e-commerce, healthcare, finance, and entertainment to design and refine user interfaces for web and mobile applications. Built long-term relationships with 15+ clients, resulting in ongoing collaboration and repeat business.

UI/UX Product Designer | Reach Platform
Dec 2021 – Mar 2023 – 1 yr 5 mos, Boston

Lead an interoperable Blockchain gaming platform project as the Head Product Designer. Conducted user research and usability testing to identify pain points, uncover user needs, and validate design decisions for seamless blockchain-based applications. Established and maintained a cohesive design system and exhaustive UI component library. Actively participated in agile development processes, working closely with developers to ensure proper implementation of designs and providing ongoing support for design-related issues.

Lead Associate Designer | EDDA
Aug 2021 – Jan 2023 – 1 yr 4 mo, Belgrade

Managed and mentored a team of 2 designers, fostering a creative and collaborative environment that resulted in innovative and user-centric solutions. Increased team efficiency by 25% by introducing new design tools and workflows, leading to faster project completion and reduced development costs.

Digital Designer | Metod Brands
Oct 2021 – Mar 2023 – 6 mos, Belgrade

Worked with a range of diverse high-end clients in the luxury service, alcohol and HORECA industry. Created a wide range of visual assets such as logos, websites, social media graphics, and promotional materials. Ensured brand consistency across all digital touch-points by developing comprehensive style guides and design systems.

UI & Motion Graphics Designer | Brand New World
May 2020 – Sep 2020 – 8 mo, Belgrade

Conceptualized and designed user interfaces for a diverse range of high-end clients, ensuring a seamless and visually compelling user experience. Client work includes Russian Creativity Week (RU) - UI/UX, animation, signalisation,Haute Aviation (CH) - branding and logo design,Hidden (RS) - 3D product renders and UX consultation.

Lead Designer | StartIt
Jun 2019 – May 2020 – 9 mo, Belgrade

Led the design and development of visually captivating and user-friendly web and mobile experiences for a leading IT news portal, resulting in a 20% increase in user engagement and a 15% growth in monthly active users. Spearheaded the rebranding initiative, updating the company's visual identity and implementing a consistent design language across all digital assets, including website, social media, and email newsletters, improving brand recognition by 30%

Principal Designer | Skylead
Dec 2018 – Jul 2019 – 8 mo, Belgrade

Designed and launched a highly responsive, user-friendly sales automation software, resulting in a 30% increase in customer satisfaction and a 20% increase in user base. Developed and implemented a comprehensive design system to standardize UI components and UX processes, reducing design inconsistencies by 90% and decreasing development time by 25%. Collaborated with the development team to implement A/B testing and iterative design improvements, driving a 35% increase in user engagement and a 50% increase in software conversion rates.

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Berlin, Germany

EDUCATION
Bachelor of Arts, Interactive Media Design
Metropolitan University Belgrade
Class of 2022, 4.0 GPA

INDUSTRY KNOWLEDGE
Product Design
User Interface
User Experience
Interaction Design
Wireframing
Rapid Prototyping
Design Research
Branding

TOOLS & TECHNOLOGIES
Figma, Sketch, Protopie, Photoshop, Illustrator, PremierePro, AfterEffects. Invision, Abstract, Cinema 4D, Google Analytics, Jira, Miro...

OTHER SKILLS
HTML, CSS, jQuery

LANGUAGES
English (native)
Serbian (native)
French (B2)
German (A2)

PORTFOLIO
www.kuriositydesigns.com

SOCIAL
linkedin.com/in/katarina-stefanovic-kuriosity

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