

# Svjetlana Dajic

Senior Product Designer

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## EXPERIENCE



### Senior Product Designer — Zencargo

Oct 2021 – present

- Improved customer booking process by defining and delivering strategic and tactical initiatives.
- Decreased internal time to serve and enhanced cargo visibility with a new end-to-end consolidation solution.
- Collaborated with engineers on server-side error patterns.



### Senior UX Designer — Huddle

Oct 2019 – Oct 2021

- Improved Huddle task feature that saved our customers time and effort when collaborating on their files.
- Established Early Access Program for direct user feedback.
- Led efforts to enhance Huddle's WCAG compliance.



### UX Designer — Polyrific

Apr 2017 – Sep 2019

- Analysed company website traffic and implemented redesign with a new visual design language.
- Contributed to the development of a DevOps tool by ideating, prototyping, and defining product strategy.



### UX Designer — ITAF

Nov 2016 – Apr 2017

- Designed websites and visual identities for small businesses and startups.



### UX & Marketing Designer — Arquivei

Sep 2015 – Jul 2016

- Did first customer interviews, flow mapping, rapid prototyping and user testing of the Arquivei app.

### Industry knowledge

Prototyping tools (Figma, Sketch, Marvel, Balsamiq)

UX methods (Interviews, Surveys, Usability testing, Affinity mapping, Journey mapping, Storyboarding, Accessibility Analysis)

### Design system

(Component creation, maintenance, Storybook and documentation)

### Mentoring & leadership

Design strategy & planning

HTML & CSS

## EDUCATION

### MSc in Human Computer Interaction

University College London / Oct 2018 – Aug 2019

### BA Honours in Graphic Engineering & Design

Faculty of Technical Science Novi Sad / Oct 2010 – Jan 2017