

Svjetlana Dajic

Senior Product Designer

svjetlanadajic.com

svjetlanadjajic@gmail.com

[LinkedIn](#)

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