DRAGANA CRLJENICA

UI/UX DESIGNER

hello@dragana.me | +381 64 2598237 | dragana.me | LinkedIn

SUMMARY

UI/UX and Product Designer with hands-on experience across the full design process: research, user flows, wireframes, high-fidelity prototypes, and usability testing. Skilled in building design systems and turning complex user needs into clear, usable interfaces in Figma. Worked on a multiplayer game concept through Nordeus Mentorship, a fintech web app redesign, and mobile/web products at Mozzart.

SKILLS

- **Product Design -** User flows, Wireframing, Prototyping, Interaction design, Design systems
- **AI Tools** - Claude, Usability data analysis, AI-assisted prototyping, UX copywriting
- **Visual & Motion -** Photoshop, Illustrator, Premiere Pro, InDesign, Autodesk Maya
- **Tools & Frontend -** Figma, HTML/CSS
- **UX Research** - Benchmarking, User stories and Player personas, User interviews, Usability testing, Information architecture

WORK EXPERIENCE

UX Design Mentorship - Nordeus, Belgrade **Sep 2026 - Nov 2026**

- Conceived and designed a mobile multiplayer game from a blank page, carrying it through market research, persona, user flows, hi-fi prototype, and testing.
- Analyzed competitor games across mechanics, monetization, and player reviews, and identified a market gap that shaped the product direction.
- Defined a player persona and player stories, designed core game loops and end-to-end flows for two player archetypes, and built the full experience in Figma, from low-fi wireframes to a hi-fi interactive prototype.
- Planned and ran a usability test, analyzed heatmaps, misclick data, and user feedback, and turned the findings into a prioritized next-iteration plan.

Product Design Internship - Mozzart, Belgrade **Jun 2025 - Jul 2025**

- Designed user flows, wireframes, and high-fidelity UI for mobile and web products used by a large active user base.
- Iterated on designs based on usability feedback and product requirements, working closely with product and development teams.

Freelance Project - Investment Fund Web App Redesign **Jun 2025 - Sep 2025**

- Led the redesign of an investment platform end to end, improving clarity, usability, and trust for non-expert investors.
- Simplified complex financial dashboards and data-heavy workflows into easy-to-scan interfaces.
- Built a scalable Figma component library and design system for consistency and smoother developer handoff.

EDUCATION

Bachelor's Degree in UI/UX Design - Academy of Applied Studies Polytechnic **Oct 2023 - Oct 2026**

Multimedia Technician - Nikola Tesla Technical High School **Sep 2018 - Jun 2022**