

Product designer with 6+ years turning dense, high-stakes systems into interfaces people can act on with confidence. I own the end-to-end path across research, user flows, wireframes, and high-fidelity prototypes, and I specialize in onboarding that activates users and dashboards that turn data into decisions. My background spans data-heavy consumer products and B2B tools across AR/VR, LMS, and training platforms. I pair design craft with BI/analytics fluency and clear stakeholder communication, and I mentor designers to raise the bar of the whole team.

01 EXPERIENCE

Oct 2025 – Present

Belgrade, Serbia · World of Warships

Mar 2023 – Oct 2025

2 yrs 8 mos

Belgrade, Serbia

Nov 2019 – Aug 2022

2 yrs 10 mos

AR/VR, LMS & training / e-learning

Senior UX/UI Designer, Game Commerce · Wargaming

- Own end-to-end UI/UX for a live product used by a large active audience, covering user flows, wireframes, and high-fidelity prototypes, translating dense, real-time system data into interfaces users can act on under pressure.
- Lead onboarding and activation design, guiding new users through a steep-complexity product.
- Design in-game commerce flows—storefront, bundles, and offers—improving purchase clarity and conversion without eroding player trust.
- Design data-informed, iterating on flows using BI and behavioral analytics to lift activation and retention.
- Partner with product, engineering, and analytics teams and present design work to leadership to align on direction.
- Mentor designers and help establish repeatable design-ops practices across the team.

UX/UI Designer · Wargaming

- Collaborated within a multidisciplinary team (product, engineering, monetization, QA) to ship features end-to-end in a fast-moving, metrics-driven environment.
- Ran user research including interviews, usability testing, and behavioral analysis, and turned findings into design decisions validated against live data.
- Improved core flows through structured iteration to reduce drop-off and task time, and contributed to a shared, reusable design system.

Senior Product Designer · Helmeton

- Gathered and evaluated user requirements alongside product managers and engineers, designing for complex enterprise B2B workflows.
- Developed UI mockups and interactive prototypes for enterprise tools, balancing dense functionality with clarity.
- Delivered flows for LMS and training systems where accuracy, learnability, and trust were non-negotiable.
- Worked across the full product cycle from discovery to handoff, partnering closely with engineering to ship production-ready design.

02 CORE COMPETENCIES

DESIGN

End-to-end UI/UX

User flows

Wireframing

High-fidelity prototyping

Onboarding & activation

Design systems

RESEARCH

User interviews

Usability testing

Behavioral analysis

Data-informed design (BI & analytics)

COLLABORATION

Stakeholder communication

Cross-functional PM

Design mentorship & design ops

DOMAINS

Complex / data-heavy systems

LMS

AR/VR

Game commerce

Live products at scale

03 TOOLS & AI

Figma

Tableau

AI-assisted design