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ABOUT

Senior product designer with 9 years of experience. I turn ambiguous problems into clear product direction, shape flows, and build visual systems ready to ship. My work spans early-stage products and mature platform redesigns, always in close collaboration with founders, product and engineering. Lately I've been working more in the design-to-code space, using AI-assisted frontend workflows to prototype and build product interactions.

WORK EXPERIENCE

Kofa Design

Independent Design
Consultancy
2022 - Present

Independent product design consultancy working with startups and technical teams. Recent work spans developer tooling, AI platforms, marketplaces, and SaaS:

Shuttle: Supported the platform's growth from early traction to 20,000+ developers and 120,000+ deployments as a sole product designer across dev console, web and growth surfaces. Led a complete console audit and redesign, introducing consistent UI patterns, design system and information architecture.

Neptune: Designed brand and web experience for an AI infrastructure platform. Built & shipped a scripted agent-chat animation with AI, now live on the platform's website.

Dealio: Designed an online marketplace platform from concept to launch in under one year. Simplified seller ad creation, improved buyer discovery, and introduced structured buyer-seller communication. Platform launched with 78% CSAT.

MixLodge: Defined the MVP structure for a marketplace connecting musicians and producers. Designed end-to-end flows across discovery, booking, and collaboration, delivering implementation-ready product architecture in 3 months.

OptimoRoute

Lead product designer
2020 - 2022

Led end-to-end product design for a route optimization platform used by logistics teams worldwide, managing a two-person design team. Helped shift the product from engineering-first to design-driven, improved usability, evolved the design system, and refreshed the UI.

Redesign increased returning session duration by 34%, improved discoverability across Analytics, Dispatch, and Planning, and reduced time-to-first-use at the 75th and 90th percentiles, meaning faster onboarding for users who struggled with navigation.

Five Agency (now Endava)

Product designer
2017 - 2020

Owned design across a range of client projects spanning mobile apps, web products, and digital brand experiences. Led product design workstreams, collaborated closely with stakeholders and engineers, and mentored junior designers.

Produkcija Pokret

Digital designer, Illustrator
2016 - 2017

Created illustration systems and visual assets for animated explainer videos, along with landing pages and marketing campaigns. Built cohesive visual systems that strengthened brand communication across digital channels.

EDUCATION

Faculty of Graphic Arts, UNIZG

Masters, Multimedia
2017

Infinum Academy

Digital Product Design Course
2016

University of Applied Sciences

Bachelors, IT Design
2014

SKILLS

Product design, interaction design, 0-1 product shaping, systems thinking, user flows & IA, design systems, interactive prototyping (Figma + code)

TOOLS

Figma, Adobe CC, Framer, Cursor, Claude Code, Tailwind, GitHub, Vercel, ChatGPT, Notion, Linear, Slack, Discord.