



Ana Beverin

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ABOUT

I'm a product designer who turns ambiguous problems into clear direction and designs easy-to-use, visually refined products. These days, I work mostly on developer tools and early-stage products from 0 → 1.

WORK EXPERIENCE

Kofa Design

Owner

2022 - Present

At Kofa Design, I help early-stage startups and technical teams shape products from first idea to production-ready experiences. Recent work includes AI tools, developer tooling, SaaS platforms, and marketplace platforms for clients like MixLodge, Shuttle, and Dealio. I collaborate closely with founders, PMs, and engineers to turn complex ideas into clear, intuitive solutions.

OptimoRoute

Lead product designer

2020 - 2022

Led end-to-end product design and helped shift the product from engineering-first to design-driven. Improved usability, refreshed the brand and UI, evolved the design system, and mentored designers. Collaborated closely with engineering, product and sales to deliver clear, user-focused outcomes.

Five Agency (now Endava)

Product designer

2017 - 2020

Owned design across a wide spectrum of client projects, ranging from native mobile and web products to game and brand work. Moved fluidly between product design, illustration, and creative storytelling. Led projects, collaborated with stakeholders, and guided junior designers.

Produkcija Pokret

Digital designer, Illustrator

2016 - 2017

Created original illustration systems and visual assets for animated explainer videos. Designed landing pages, newsletters, and marketing assets. Built cohesive visuals that elevated campaigns and ensured a unified brand presence.

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, UX, interaction design, 0→1 shaping, systems thinking, flows & IA, UI, prototyping, design systems, collaboration with engineering

TOOLS

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