

# Aleksandra Mihailović

## Product Designer

I'm a Product Designer specializing in complex digital platforms and product ecosystems. Over the past several years, I've worked on designing systems that bring together multiple user roles, workflows, and large amounts of information into clear and intuitive interfaces.

### Contact Information

 0641845078

 a.mihailovic111@gmail.com

 Website

 Serbia

### Education

- Bachelor's degree in Linguistics

University of Belgrade

January 2008 – December 2012

### Key Skills

- Design Leadership
- Strategic Vision & Planning
- User Experience (UX) & User Interface (UI) Design
- Design Thinking & Innovation
- Cross-Functional Collaboration
- User Research & Testing
- Visual Design & Branding

### Languages

- English

### Tools

- Figma
- Sketch
- Adobe Illustrator
- Adobe XD

### Professional Experience

PRODUCT DESIGNER | DEVERSITY  
JANUARY 2024 – PRESENT

Designed digital platforms and internal tools with a focus on complex workflows, multi-role systems, and data-driven interfaces. Worked across the full design process—from understanding user needs and defining product structure to creating wireframes, prototypes, and final UI. Collaborated closely with developers and stakeholders to deliver practical and scalable product solutions.

UX/UI DESIGNER | DEVERSITY  
MARCH 2022 – JANUARY 2024

Spearheaded the design vision and strategy for multiple high-profile projects, resulting in a significant increase in user engagement and satisfaction

Established and maintained a comprehensive design system, ensuring brand consistency and scalability across all digital products and viewports

Collaborated with executive leadership, product managers, and stakeholders to align design initiatives with business goals needs

Conducted advanced user research to inform design decisions and validate concepts

UX/UI DESIGNER | MARCH 2022-JANUARY 2024 (1 YEAR 11 MONTHS) OSM  
FEBRUARY 2022 – MARCH 2022

Worked on designing complex digital platforms and internal tools, primarily focusing on systems with multiple user roles, structured workflows, and data-heavy interfaces.

My work included researching user needs, defining product structure, designing user flows, creating wireframes and prototypes, and delivering final UI solutions. I collaborated closely with developers and stakeholders throughout the process to ensure that design decisions were practical and aligned with real product requirements.

Most of my projects involved building platforms from early stages, shaping features, workflows, and interaction patterns before development.

LEAD DESIGNER | MARCH 2022-JANUARY 2024 (1 YEAR 11 MONTHS) OSM  
AUGUST 2021 – FEBRUARY 2022

- Belgrade, Serbia
- Charged with designing websites ( desktop & mobile ) for client companies.
- Created marketing materials including flyers, pamphlets, posts ads and other graphics
- Freelance
- UI/UX Designer
- 2016-August 2021 (5 years)

- Serbia
- Designed 15+ client company websites and mobile app from mock up to final design.
- EuroLeague Head Coaches Board (EHCB)
- Web/Graphic designer
- 2019-2021 (2 years)
- Was hired for two years to promote two new branches of the EuroLeague - EuroLeague Head Coaches Board and Sports Business MBA.
- Designed EHCB and Sports Business MBA websites from skretch to finish.
- Created marketing materials including leaflets, pamphlets, posts ads and other graphics.

WEB DESIGNER | OCEANISTA TRADING COMPANY, UNITED STATES  
MARCH 2017 – JANUARY 2019

- United States
- Was hired for two years to make complete visual style for the brand.
- Logo
- Website design
- Subscription box design
- Greeting cards
- Cosmetic labels... etc.