

# ALEKSANDRA MIHAILOVIC

PRODUCT DESIGNER / UX/UI / COMPLEX DIGITAL PRODUCTS

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**Product Designer specializing in complex B2B platforms, multi-role workflows and scalable design systems.** I turn dense business rules, data and operational processes into clear product structures, intuitive interfaces and developer-ready systems - from research and product framing to prototypes, high-fidelity UI and handoff.

## EXPERIENCE

### DEVERSITY / Product Designer

2024 - 2026

- Owned end-to-end product design across complex digital products, from discovery and workflow definition to polished UI and dev-ready handoff.
- Translated business rules, multiple user roles and data-heavy processes into information architecture, user flows, wireframes, prototypes and reusable patterns.
- Worked closely with stakeholders and developers, documenting states, behavior and component logic to reduce ambiguity during implementation.

### DEVERSITY / UX/UI Designer

2022 - 2024

- Designed responsive product experiences and operational interfaces; built component libraries and interaction patterns for consistent delivery.
- Used wireframes and interactive prototypes to validate structure and align teams before visual design and development.

### OSM / Lead Designer

2021 - 2022

- Led visual and UX direction across client work, maintained design quality and consistency, and coordinated delivery from concept through handoff.

### FREELANCE / UX/UI Designer

2016 - 2022

- Delivered digital products and responsive websites for international clients, covering UX structure, interface design, branding and implementation support.

### LONG-TERM FREELANCE PARTNERSHIPS

|                                                         |                                                        |
|---------------------------------------------------------|--------------------------------------------------------|
| <b>EUROLEAGUE</b><br><b>2 YEARS</b> retained engagement | <b>OCEANISTA</b><br><b>2 YEARS</b> retained engagement |
|---------------------------------------------------------|--------------------------------------------------------|

## SELECTED PRODUCT WORK

### ROMOTIONCAM - Wind Turbine Inspection Platform

**100+ SCREENS • 5 USER ROLES • 1.5 YEARS**

Led product concept, research, UX strategy, workflows, prototyping, visual identity and the design system for a desktop platform connecting image processing, blade matching, inspection and reporting in one workflow.

### SONY PARTS - EU E-commerce Experience

**7-LANGUAGE MULTISTORE • B2C + TRADE • MAGENTO / HYVÄ**

Designed a search-first replacement-parts experience around Sony model codes and part numbers, including responsive discovery, support flows, trade VAT handling, account/cart patterns and developer-ready states.

### GM MEDICAL - B2B Orthopedic E-commerce

**HEALTHCARE • B2B COMMERCE • RESPONSIVE PRODUCT UX**

Designed a responsive orthopedic commerce experience with browse-by-body-part discovery, search and filtering, logged-in ordering, product-detail patterns and reusable components for professional buyers.

### DAREX - B2B/B2C Materials Commerce Redesign

**MAGENTO / HYVÄ • ONLINE + STORE-ONLY • CATALOG UX**

Redesigned e-commerce and catalog journeys for a materials distributor, clarifying online vs. store-only purchase paths, category discovery, B2B entry points and responsive developer-ready UI.

### CDT - Digital Transformation Platform Ecosystem

**4-YEAR ECOSYSTEM • 5 USER ROLES • MULTI-PLATFORM**

Designed Reporting and Vendors products, shared user/permission management, cross-platform workflows and complex data interfaces for consultants, companies, vendors and program teams.

## AT A GLANCE

**10** years across product & UX/UI

**30+** product & UX/UI projects

**100+** screens in one complex product

**5** roles in multi-user systems

## CORE EXPERTISE

Product discovery & framing  
User research & interviews  
Information architecture  
User & task flows  
Workflow / interaction design  
Wireframing & prototyping  
Responsive UI design  
Design systems & components  
Complex multi-role products  
E-commerce UX  
Developer handoff & design QA

## TOOLS

**Figma** Advanced  
**FigJam** Flows & workshops  
**Tokens Studio** Design tokens  
**Adobe Illustrator** Visual assets  
**Sketch** Product UI  
**Magento / Hyvä** Design collaboration  
**WordPress / Elementor** Design collaboration

## PRODUCT DOMAINS

B2B / enterprise  
Industrial operations  
E-commerce  
Healthcare  
Education  
Civil society  
Data-heavy admin systems

## PORTFOLIO

### amihailovic.rs

Case studies: ROMOTIONCAM, CDT, Aktivizam and Objectiversity. Recent work: Sony Parts, GM Medical and Darex.