

# Borko Savić

Senior UX/UI Designer

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With over 10 years of experience designing **highly usable** and **accessible products** and **design systems**, I specialize in bridging the gap between business and development teams. My **business education** and foundational **development knowledge** enable me to communicate effectively across disciplines. While much of my work has been in **fintech, social networks, and publishing**, my expertise spans a variety of industries.

## Work experience

### UX Consultant

Zühlke 2022-2024

Zühlke is a global innovation service provider headquartered in Switzerland, with over 1,600 employees across Europe and Asia, specialized in software engineering, product design, and digital transformation.

At Zühlke, I collaborated closely with developers and project managers to bridge the gap between client needs and the final product for several well-known companies. My role involved **designing several web, mobile, and desktop applications**, as well as **crafting scalable design systems** to ensure consistency and usability across projects. By working with multiple clients, I honed my ability to adapt to diverse industries and **deliver user-centered solutions** that meet **both business and user goals**.

### UX/UI Designer

MDPI 2019-2022

MDPI is a Swiss-based academic publisher with a global team of over 6,000 employees and editors. It offers open-access journals across various scientific disciplines, supporting researchers and institutions worldwide in advancing cutting-edge discoveries.

As the first UX designer at MDPI, I introduced and demonstrated the value of user experience across the organization. I led the **redesign of SciProfiles**, resulting in a remarkable **20x increase in monthly active users**. Additionally, I **established a company-wide design system** adopted by all platforms, ensuring consistency, efficiency, and scalability. My work laid the **foundation for a user-centered culture** that continues to shape product development and innovation at MDPI.

## UX Designer

RedLark 2017-2019

Redlark is a gaming studio startup focused on creating immersive and innovative gaming experiences. The team collaborates on both indie and large-scale projects, combining creative storytelling with state-of-the-art game design technologies.

At RedLark, I **designed an innovative poker game** through **extensive research and game design** expertise. I also **designed the industry's first-ever HTML5 online casino**, setting new standards in a competitive market. Additionally, I streamlined operations by combining three different backend applications into a unified system, **significantly increasing productivity** and **reducing maintenance costs**.

## UX/UI Designer

Gowi 2014-2027

Gowi is a Serbian software development and consulting company with 80+ employees, specializing in web and mobile applications. Gowi serves clients primarily from the UK, delivering solutions for industries such as finance, legal and infrastructure.

At Gowi, I focused on designing **highly complex web applications** for corporate clients from UK. I **initiated a transition to a SPA** (Single Page Application) approach, which improved application speed by 30%, significantly enhancing user experience.

## Web Designer

Nikon 2012-2014

The Serbian branch of Nikon, a global leader in imaging and optical products headquartered in Japan. Nikon Serbia operates within the consumer electronics industry, providing cutting-edge cameras, lenses, and photography solutions for professionals and hobbyists.

At Nikon, I **designed and maintained multiple e-commerce stores** and the company's main website, ensuring a seamless user experience and consistent branding. I also **led the development of Nikon Club**, a platform created to **engage customers and provide exclusive benefits**, fostering a loyal community. My work combined technical expertise and user-centered design to drive both customer satisfaction and business growth.

## Education

### The University of Sheffield

Bachelors (BA) in Business Administration  
and Economics  
2004 - 2008

### Belgrade Polytechnic

Robotics and Flexible Automation  
1999 - 2003

## Skills

- UX Research
- Information Arhitecture
- Prototyping
- Interaction Design
- Product Design
- Implementation
- Design Ops

## Tools

- Pen & Paper
- Figma
- Sketch
- Adobe CC
- proto.io
- Protopie
- Axure