MARIJA JOVIC | UX & Product designer

I creatively solve pain points and come up with user centered design solutions that make enjoyable products.

EXPERIENCE

UX DESIGNER
2017-present

Booking.com | Amsterdam, the Netherlands

- Educating and helping teams to use design thinking process to make user centered products - organizing and giving trainings, mentoring, working on a toolkit with exercises and facilitating workshops.

- Optimizing acquisition of new partners and designing landing and registration experience for property owners resulting in 30% increase of signups worldwide in 2018.

- Raising onsite awareness for home property types across different platforms - managing srakeholders, orginizing user research, analyzing data and defining measurement strategy resulting in 5% awareness boost.

UX & PRODUCT DESIGNER
2010-2017

CallidusCloud, former Webcom.inc | Belgrade, Serbia

- Using design thinking process I defined and designed core features for improving two existing products: Product for optimizing sales, quoting and pricing (CPQ) and product for organizing, executing and analyzing business processes (Workflow) - doubling the number of clients within 2 years.

- Conducted user research, created the feature roadmap and designed product for managing contracts (CLM) from scratch. Immediately after release, we got many big clients such as Nvidia, ActiveNetwork, Sirius...

- Worked on creating a design system using atomic design approach which helped us speed up the development process and align UI across different products, making it possible to sell product bundles.

- Managed the team effort to turn and outdated product (CPQ) into a fully responsive application with new look and improved usability. Being able to make deals on the go attracted our biggest client AtlasCopco (3K users)

- Worked with business analysts and sales teams to understand the needs of our potential clients and customize existing product to create demos for them. After multiple rounds of successful demos we got many big clients such as SAP, TechnoGym, PaloAlto...

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EXPERTISE

Product design

Design thinking & design sprint

Visual design

Wireframing & prototyping

User research

Usability testing

Data analysis

HTML & CSS

basic Javascript

TOOLS

Pen & paper

Sketch, Invision, Framer, Adobe Photoshop, Balsamiq

Sublime, Git

Hotjar, usertesting.com

Google Analytics

CERTIFICATES

UX deliverables (NN/g)

Design Tradeoffs (NN/g)

User research - methods and best practices (IDF)

Conducting usability testing (IDF)

Mobile user experience (IDF)

Affordances: Design intuitive user interfaces (IDF)