

## 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

- Designing landing and registration experience for property owners resulting in breaking a record of number of properties acquired.
- Making hypothesis based on user research and setting up A/B tests in order to validate those and make data informed decisions.
- Working on a toolkit that guides teams and helps them understand in which stage of the product development they're in and how to best move forward.
- Working with marketing teams on finding a way to measure awareness and prove ROI.

### PRODUCT DESIGNER

2010-2017

CallidusCloud, former Webcom.inc | Belgrade, Serbia

- Worked closely with product managers to plan new features which were released quarterly and did usability testing to get feedback. I was mainly responsible for two products: CPQ (used for optimizing sales, quoting and pricing) and Workflow (used for organizing, executing and analyzing business processes).
- Conducted user research and worked with product manager to create CLM (product for managing contracts). We got many big clients such as ActiveNetwork, Srius, InfoVista...
- Facilitated design thinking and design sprint workshops that helped generate new ideas and keep stakeholders aligned on the vision.
- Created a design system using atomic design approach that sped up the development process and aligned UI across different products.
- In collaboration with developers turned an outdated product into fully responsive application which drastically increased sales.
- Worked with business analysts and sales teams to create demos and customize existing product for potential clients, attracting many big clients such as AtlasCopco, SAP, TechnoGym, PaloAlto...

## CONTACT

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## SKILLS

Product design

Visual design

Interaction design

Wireframing & prototyping

User research

Facilitating workshops

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)