



# NENAD MILOSEVIC SENIOR DIGITAL PRODUCT DESIGNER

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## OBJECTIVE

T-shaped senior product designer with 12 years of professional experience focused on interface and interaction design. Located in Belgrade, Serbia but willing to relocate. Developing intuitive and frictionless user experiences is not just an expertise but also a passion. Love great design, problem solving and crafting digital interfaces that make people's lives easier. Self-taught and fluent across multiple platforms and technologies, always looking for new frontiers and adventures.

## WORK EXPERIENCE

### Centili Mobile Payments Senior product designer

2011–2016 | [www.centili.com](http://www.centili.com) | [www.infobip.com](http://www.infobip.com) | [www.ycoins.jp](http://www.ycoins.jp)

- Sole product designer for 4 years. Led design team for 1 year. In company from early days before product idea was born.
- Crafted, designed, optimized, and implemented interfaces, interactions, and experiences, from scratch, for 8 applications, 4 websites, 3 blogs, iOS, Android and WinPhone apps, 2 android libraries, 1 Android game, a dozen of landing pages...
- Created and optimized experiences for 80 countries, more than 250 mobile network operators and dozens of partners and clients like Vodafone, Wargaming, Badoo, Nordeus, MTS, and others.
- Developed HTML/CSS to fully support RTL writing systems and 40+ languages.
- Speeded up the average session duration on Payment Page for 20% and average payment time for 600%! In 2013 it was 3 minutes and in 2016 just 30 seconds!
- Squashed Payment Page file size from 300KB to whopping 50KB!
- In last 4 years increased website hits for 700%. (181% compared to the last year).
- Designed brand identity for Centili, ¥Coins and Apps & Games.
- Helped in recruiting, interviewing, and onboarding new designers.
- More info: a [case study about mobile payments](#).

### Bipbop Games Co-founder & product designer

2014–2016 | [www.bipbopgames.com](http://www.bipbopgames.com)

- Created user experience for two Android games: Reflect Yoself and Colors.
- Collaborated closely with software engineer on ideation, research, and game design.
- Crafted 10+ fully interactive prototypes and made game user interfaces.
- User tested and collected feedback on mobile / game conferences and events, using game prototypes.
- Illustrated, designed and animated characters.
- Composed, designed and implemented all graphics, animations, music, and SFX.
- Created motion graphics and promo videos for Reflect Yoself, Colors, Climb, Color Tiles, Gravity Tap.
- Designed and developed website, game assets, app store graphics, press kits, company and game brand identities.
- Optimized (ASO, SEO) and made information architecture for app store and website.
- Grew Bipbop Twitter account to 2k followers in one year.

## SKILLS

Product design / User interface design / Interaction design / User experience design / App design / Visual design / Graphic design / Ideation / Concepting / Prototyping / HTML / CSS / Web design / Illustration / Identity design / Motion design / Animation / Game design / Photo retouching / Photo manipulation / Sound design / Music production / Scrum / Kanban

### Basic / Learning

JS / Grunt / jQuery / PHP / AS / SASS / LESS

## TOOLS

Photoshop / Illustrator / Sketch / InDesign / After Effects / Premiere / Vegas / Animate / Flash / Unity / Brackets / Eclipse / DevTools / WAMP / Origami / Pen / Paper / WordPress / Bootstrap / MailChimp / WebPagetest / SVN / Jira / Trello / Asana / Slack / Ableton Live / NI Maschine / Massive / Sony Acid / Sony Sound Forge



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## WORK EXPERIENCE CONTINUED

### Ladybug Communications Web designer

2009–2011 | [www.ladybug.rs](http://www.ladybug.rs)

- Designed, illustrated, animated and optimized Flash web banners, static web banners, Flash animations.
- Designed, illustrated and crafted animations and motion graphics.
- Designed, coded and developed Flash websites.
- Designed and composed presentations.
- Check out my [old portfolio](#) for works done for Ladybug Communications.

### MaxNova Creative Web designer

2007–2011 | [www.maxnova.rs](http://www.maxnova.rs)

- Designed, coded and developed online and offline interactive presentations.
- Designed and coded web components.
- Crafted Flash websites and web banners.
- Designed, illustrated and crafted Flash animations, motion graphics, and promo videos.
- Check out my [old portfolio](#) for works done for MaxNova Creative.

### Freelance Designer

2004–2016 | [www.therootout.com](http://www.therootout.com)

- In 12 years worked for more than 100 clients.
- Designed websites, application interfaces, mobile apps, logos, presentations, games, posters, books, business cards, CD covers, ads, banners, flyers, t-shirts, packaging.
- Illustrated icons, logos, graphics, characters, fonts.
- Created motion graphics, promo videos, drew animations, crafted interactive presentations, music videos, TV titles.
- Developed and coded websites, apps, chat bots.
- Composed and produced music. Designed sounds.
- Check out my [old portfolio](#) for works done as freelancer till 2011.

## RECOGNITION

### Interviews

[Interview](#) with Paolo Rizzardin for his website as co-founder of Bipbop Games | 2015

### Features

[Old portfolio](#) featured on [Modny73](#), [KoFlash](#), [TopDesignMag](#), [DesignYourWay](#), [QuerTime](#), [BloomWebDesign](#), [Creattica](#) | 2011–2012

### Awards

[1st place award](#) at ArtTech Fest in static category | 2007

## INTERESTS

Design, art, technology, photography, music production, sound design, DJing, coding, skiing.