

Mina Damnjanović

Product Designer

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About

For the past **5 years**, I have worked for both **product companies** and **outsourcing projects**, covering everything from mobile-first apps to complex web platforms. My design process adapts to each project, but it always centers around empathy, iteration, and clarity.

Before moving into design, I spent several years as an event manager in the world of theatre and festivals. That helped me develop skills in planning, coordination, and creating experiences that engage people. Now, I just do it in Figma. ✦

Work experience

Freelence	UX/UI Designer
Nov 2025-Present	Working directly with clients to build features, refine experiences, and expand their design systems. My current project is with a team in the automotive sector.
Forga	UX/UI Designer
Jun 2023-Nov 2025	Outsourcing company where I worked on a wide range of projects including websites, branding, and design systems. Worked closely with developers, PMs and clients to deliver clean interfaces and improve design processes across teams.
N26 CIF	Product Designer
Jun 2022-Jun 2023	Contributed to the design of a Stock and ETF Trading Platform for N26, focusing on user flows, features, and microlearning elements that made investing feel clear and approachable. Collaborated with N26’s in-house team to align with the super app design system.
Freelence	UX/UI Designer
2021-Jun 2022	As a freelancer, collaborated directly with clients to design websites and mobile apps, creating intuitive experiences tailored to their goals and target audiences.

Skills & Tools

UX & Product Design	User Research
	Interviews, surveys, and online research to uncover user needs and pain points.
	Usability Testing
	Planning, conducting, and analyzing tests to validate design decisions.
	User Personas & Empathy Mapping
	Translating research into user profiles.

	User Journey Mapping & User Flows
	Visualizing the complete user experience to identify friction points and opportunities.
	Information Architecture
	Structuring large datasets and complex content for clarity and easy navigation.
	Wireframing & Prototyping
	Creating low-to high-fidelity prototypes in Figma.
	Design Systems
	Creating, adapting, and maintaining scalable UI components.
	UI Design
	Creating intuitive, accessible, and visually cohesive interfaces.
Strengths	Data Visualization
	Turning large, complex datasets into interactive, user-friendly visuals.
	Content Design & UX Writing
	Simplifying complex concepts into clear, engaging language.
	Illustration & Visual Storytelling
	Creating custom illustrations that enhance brand identity, clarify complex concepts and add personality.
	Cross-functional Collaboration
	Working with developers, researchers, copywriters, and stakeholders to align goals and execution.
	Creative Problem Solving
	Finding design solutions under technical, content, or scope constraints.
Tools	Figma, FigJam, Miro
	Design & Prototyping
	Wix, Framer
	No-code Web Building
	UserTesting.com, Google Forms
	Testing & Feedback
	Confluence
	Collaboration & Documentation

Education

UX and UI Design Certificate

SAE Institute Belgrade (2022)

Bachelor’s degree - Production in Art and Media

Academy of Arts Belgrade (2018)

Languages

English (Full Professional Proficiency), Serbian (Native)