# Dragana Đekić

Lead Product Designer

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+34 603 054 045 · Málaga, Spain · CET · Remote roles

## ABOUT ME

Lead Product Designer with 7 years across B2B and B2C products, at startups and enterprises like **IKEA**, **Elkjøp** and **Alfa Laval**. My strengths are UX and UI craft, from research and information architecture through interaction design and pixel-perfect UI, grounded in evidence and close work with engineering. I design and ship data-heavy products with agentic AI, prototyping in both Figma and Claude.

## EXPERIENCE

GEMINI SPORTS AI **NOW**

### Lead Product Designer

Sep 2026 — Present

- Leading product design and shaping how football meets agentic AI.
- Write PRDs that define problems, scope and success metrics for new AI-powered features.
- Work in an agentic AI design process, using AI agents from research to tested prototype.

INDEPENDENT CONTRACTOR

### Senior Product Designer

Oct 2025 — Sep 2026 · 1 yr · Málaga, Spain · Remote

- Owned end-to-end product design for a B2B data analytics platform, from discovery workshops through wireframes, prototypes and high-fidelity UI.
- Shaped product strategy with the PO, prioritising features on user needs and business impact.
- Designed journeys and information architecture across onboarding, discovery and multi-step creation flows.
- Built a design system and component library, and used Claude and Figma MCP to speed up prototyping.
- Impact: **+31%** activation **+17%** conversion **-40%** design-to-engineering handoff time

IKEA · INGKA GROUP

### Senior Product Designer · via tretton37 & independent contractor

Jul 2023 — Oct 2025 · 2 yrs 4 mos · Málaga, Spain · Remote

- Led product design for a complex internal B2B platform used across 150+ markets, contributing to IKEA's design system, AI workflow experiences and component architecture.
- Designed the product's visual language, plus progression mechanics and engagement loops for a global user base.
- Ran continuous discovery workshops, usability and A/B testing, defending design decisions with evidence to technical and non-technical stakeholders.
- Impact: **-38.4%** validation time **+181%** published contributions **+27%** implemented ideas

ELKJØP NORDIC

### Senior Product Designer · via tretton37

Jun 2021 — Jun 2023 · 2 yrs · Ljubljana, Slovenia · Remote

- Owned end-to-end design for B2C self-service platforms, from strategy through go-to-market.
- Ran user research (interviews, surveys, usability tests, observation) to build personas and behavioural insight.
- Built information architecture and flows across mobile and desktop, applying WCAG and responsive grid standards.
- Impact: **110K** support calls cut **+24.1%** service answer rate

ALFA LAVAL

### Product Designer · via tretton37

Dec 2020 — Jun 2021 · 7 mos · Ljubljana, Slovenia · Remote

- Designed a complex enterprise B2B product for an industrial domain, turning engineering data into clear journeys and data visualisations.
- Validated direction through qualitative and quantitative research, prototypes and usability testing.
- Impact: +32.8% task completion  6 rapid design iterations

TRETTON37

### Product Designer · design practice

Dec 2020 — Jan 2025 · 4 yrs · Ljubljana, Slovenia · Hybrid

- Alongside client work, raised internal design maturity through workshops, design reviews, critique rituals and async feedback loops adopted company-wide.
- Mentored junior and mid-level designers, interviewed candidates, and supported a year-long programme helping women enter design.
- Contributed rapid prototypes to pre-sale pitches that helped win new clients.
- Impact: +85% adoption of an internal tool  mentee landed their first industry role

## SKILLS & PROCESS

### 01 Discover

User research (explorative, descriptive, confirmatory), discovery workshops, design thinking, benchmarking and product performance analysis

### 02 Define

Information architecture, as-is and to-be journey mapping, service blueprinting, user flows, user psychology

### 03 Design

Interaction design, wireframes to pixel-perfect UI, responsive grid-based web, dashboards and data visualisation, design systems

### 04 Deliver

Rapid and AI-assisted prototyping, usability studies, A/B testing, design specs and engineering handoff, executive and board presentations

**TOOLS**

Figma · FigJam · Claude · Figma MCP · Miro · Mural · Maze · Dovetail · Balsamiq · Axure · Confluence

## EDUCATION

**NN/g UX Certification** — Dec 2022
Nielsen Norman Group

**Graphic Arts and Design** — 2014 — 2019
Faculty of Natural Sciences and Engineering, University of Ljubljana · final year of BA

## LANGUAGES

English C2 · Serbian C2 · Slovenian Native · Spanish B1