

Nino Vujasinović

Product Designer

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EXPERIENCE

Senior Product Designer

BoyleSports

07/2025 - Present Dublin, Ireland

Rebranding and enhancement of the BoyleSports Casino and Gaming platform, focusing on both usability and visual refinement. My work involved in-depth research, user testing, and analysis of every key segment of the product. I collaborated closely with users, observing and interviewing them to better understand their journey through critical user flows. This process combined research, hands-on design improvements, and data-driven analysis to create a more engaging and user-friendly betting platform.

- Designing and refining the FreeBet Token experience.
- Improving navigation for greater clarity and accessibility.
- Enhancing text-to-background contrast to strengthen readability and accessibility.
- Driving page optimization efforts for smoother performance and engagement.
- Learning and applying advanced methods of product analysis, including Contentsquare behavioral insights.

Senior Product Designer

Upgrade

09/2024 - 06/2025 Belgrade, Serbia

As a part-time UX/UI Designer at Upgrade, I contribute to the design and development of user-centric digital products across diverse industries. My role involves translating complex user and business needs into intuitive, accessible, and visually appealing interfaces.

- Designing wireframes, prototypes, and high-fidelity UI designs using tools like Figma and Adobe XD
- Collaborating with cross-functional teams including developers, project managers, and stakeholders to ensure cohesive product development
- Conducting user research and incorporating feedback into design iterations
- Maintaining consistency in design systems and visual language across projects
- Ensuring accessibility and usability standards are met in all deliverables

Senior Product Designer

Quantox Technology

11/2021 - 07/2024 Novi Sad, Serbia

- Designed and enhanced user interfaces for key projects, including NIS DriveGo, Quantox Academy Website, and Intim.de (an adult video chat platform), achieving a ~30% boost in user satisfaction and a ~25% increase in workflow efficiency.
- Led usability testing for the Quantox Academy Website, identifying and implementing improvements that reduced user error rates by ~20%.
- Collaborated with cross-functional teams to resolve technical design constraints, ensuring the timely delivery of scalable and functional designs.
- Balanced creative design principles with business objectives, contributing to the successful deployment of high-quality digital products.
- Conducted workshops and stakeholder meetings to align project goals with user needs, maintaining consistent delivery standards.

Senior UX Designer

Quantox Technology

12/2022 - 10/2023 Novi Sad, Serbia

Advanced digital products with all-round IT support.

SUMMARY

I am a Product Designer with over 12 years of experience, delivering measurable results across a diverse range of projects.

My portfolio includes SaaS solutions like NIS Drive.GO and Salesforce CMR-Beyond Business Suite, where I improved task efficiency by 20%, and ERP systems such as MIS4 PDA, enhancing user workflows by 25%.

I have designed for EdTech platforms like Quantox Academy and UpForSuccess, boosting engagement rates by 30%, as well as B2B and B2C Ecommerce platforms, where I contributed to a 15% increase in conversion rates.

My expertise lies in balancing aesthetics and functionality, adapting to evolving project requirements, resolving design and technical conflicts, and conducting user research and testing.

I excel at collecting actionable feedback and translating it into design improvements, ensuring alignment with business goals and user needs.

Curious to see some of my work?
<https://www.behance.net/ninovujasinovic90>

Got an interesting project or question for me?
vujasinovicnino@gmail.com

LANGUAGES

Croatian

Native



Serbian

Native



English

Proficient



EDUCATION

Two Years, Graphic Design

Univerzitet za poslovne studije (UPS)

01/2012 - 12/2014

Graphic Engineering

Technological Faculty

01/2009 - 12/2011

EXPERIENCE

UX/UI Course Instructor

Quantox Academy

📅 10/2023 - 06/2024 📍 Novi Sad, Serbia

- Delivered 9+ months of instruction in UX/UI design, mentoring 30+ students to achieve a 90% course completion rate and a 4.8/5 average student satisfaction score.
 - Designed and implemented a practical curriculum focusing on user-centered design principles, wireframing, prototyping, and usability testing.
 - Guided students through hands-on projects, resulting in ~80% of participants successfully building functional and visually appealing portfolio pieces.
 - Provided actionable feedback on assignments, improving students' design accuracy and alignment with industry standards by ~25%.
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Senior UX/UI Designer

M&I Systems, Co.

📅 09/2019 - 09/2021 📍 Novi Sad, Serbia

- Designed and optimized interfaces for Beyond Business Suite and Beyond Smart Reports, resulting in a ~20% improvement in user task efficiency and a ~25% increase in user satisfaction scores.
 - Collaborated on the development of a software solution for Serbia's new cash register system, ensuring compliance with local regulations and delivering an intuitive user experience.
 - Conducted user research and usability testing, implementing changes that reduced user onboarding time by ~30%.
 - Partnered with cross-functional teams to balance technical constraints and design objectives, ensuring project timelines and quality standards were met.
 - Delivered scalable and functional designs, enhancing the adoption rate of enterprise software solutions for regional clients.
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UX/UI Designer

Up For Jobs

📅 02/2017 - 07/2019 📍 Dubai, UAE

- Designed and implemented user experiences and visual identities for UpForJobs, UpFor Success, UpPaq, and 9 additional freelancing platforms, resulting in a ~35% improvement in platform engagement metrics.
- Established and documented UX processes, including user research, wireframing, prototyping, user flow design, and usability testing, reducing feature delivery time by ~20%.
- Conducted usability and A/B testing, leveraging analytics and heatmaps to identify and address user pain points, leading to a ~25% increase in task completion rates.
- Defined UI guidelines and developed style guides, ensuring consistency across 12 interconnected platforms.
- Performed iterative improvements on micro and macro features, enhancing user satisfaction scores by ~30%.
- Collaborated closely with developers to ensure design feasibility and alignment with technical requirements.
- Provided data-driven consultation to clients, increasing ROI by optimizing design strategies based on user behavior and market trends.
- Conducted competitive analysis and feedback sessions, directly influencing project strategies and improving product-market fit.

EXPERIENCE

Frontend Designer

INFOMEDIA

🏠 10/2014 - 11/2016 📍 Banja Luka, Bosnia and Herzegovina

- Completed a 3-month training program in frontend design, gaining proficiency in HTML, CSS, and basic PHP.
- Edited and optimized existing websites, identifying and resolving coding errors, resulting in a ~20% reduction in page load times.
- Translated website content from English to Serbian, ensuring linguistic accuracy and maintaining design consistency.
- Redesigned entire pages and specific components, leading to a ~25% improvement in user engagement on updated sites.
- Collaborated with team members to enhance site functionality and address client feedback effectively.

Graphic/UI Designer

Bitlab

🏠 07/2013 - 08/2014 📍 Banja Luka, Bosnia and Herzegovina

- Designed visual identities for both applications and websites, contributing to the successful launch of products such as RTRS, UNO Radio, Wines of Montenegro, and Agroinfo, all available on the Play Store with a cumulative download count exceeding 50,000.
- Collaborated with cross-functional teams following the Scrum methodology, ensuring timely delivery of project milestones.
- Improved user interface consistency and usability, resulting in a ~20% increase in positive user reviews across multiple applications.
- Conducted design reviews and incorporated feedback to align with client goals and enhance user experience.