



JOVANA VITOROVIĆ

UX/UI Designer

Product Design · Mobile Apps
Responsive Web · Design Systems
Open to B2B contracts · Ready to relocate

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LinkedIn

Belgrade, Serbia

PROFILE

UX/UI Designer with 2+ years of freelance and project-based experience designing mobile products and responsive web experiences. I translate product requirements into clear user flows, high-fidelity interfaces, interactive prototypes and scalable Figma systems, combining strong UI craft with practical UX and business thinking.

CORE SKILLS

Product / UX

User Flows · Information Architecture · Wireframing · User Journeys · Interaction Design · Responsive Design

Figma / Systems

Auto Layout · Components · Variants · Variables / Tokens · Interactive Prototyping · Design Handoff

EXPERIENCE

Freelance

UX/UI Designer

Mar 2024 – Present

- Own end-to-end UX/UI work across mobile products, responsive websites and landing pages, from requirements and early flows through high-fidelity UI, prototyping and design handoff.
- Translate briefs and product requirements into information architecture, user journeys and interface structures that balance user needs, product clarity and business goals.
- Build reusable Figma systems with Auto Layout, components, variants and variables; create interactive prototypes and responsive states, then iterate with stakeholder and development feedback.

FERCAM

Administrative Specialist

Apr 2022 – May 2024

Analytical, organizational and cross-team coordination experience in an international business environment before transitioning fully into digital product design.

SELECTED WORK

Case study

FluxNode

Web · Web3

Responsive Web3 website for developer and enterprise audiences. Owned content hierarchy, desktop/mobile UI, reusable components and interactive Figma prototype; delivered the complete concept in under seven days.

Case study

Yellow Taxi

Mobile · Mobility

46-screen taxi product covering booking, ride options, live tracking, driver communication, payment and reviews. Designed end-to-end flows, high-fidelity UI, reusable components and interactive prototype.

Case study

Money Care

Mobile · Fintech

37-screen fintech concept structured from a broad brief, with flows for financial overview, bills, QR receipts, savings and cards, plus a reusable UI library and connected prototype.

EDUCATION

Master's Degree, Economics

2020–2022

Fakultet društvenih nauka (FDN)

Bachelor's Degree, International Marketing

2016–2019

Megatrend University

COURSES

Complete Web & Mobile Designer

Andrei Neagoie · Daniel Schifano

Designing Mobile & Web App UI/UX

Nima Tahami

Figma UI UX Design Advanced

Daniel Walter Scott

Master UI Design and Prototyping

Muhammad Ahsan · Pervaiz

LANGUAGES

Serbian

Native

English

Professional Working Proficiency (B2)