Nemanja Nedeljkovic

Senior Product Designer | UX/UI Designer | Website Developer

Belgrade, Serbia | Remote (CET)
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Summary

Senior product designer with 15+ years of experience turning complex ideas into intuitive, high-converting digital products. Shipped 140+ projects for 30+ clients across SaaS, fintech, healthcare, education and eCommerce. Owns the full product design process: UX research, user flows, information architecture, wireframing, prototyping, interaction design, usability testing, A/B testing, UI design, design systems and production front-end/WordPress builds. Works cross-functionally in Agile/Scrum teams with stakeholders, developers, copywriters and SEO teams. Much of this work has been contract and freelance, often for several clients in parallel. Focused on conversion rate optimization (CRO): design is measured by what it converts, not only how it looks.

Experience

Senior Lead UX/UI Designer

Bahlr Media, USA (Remote) | Contract | 2023 – Present

- Designed and built 40+ custom WordPress websites (Elementor, Divi) for healthcare, agency and education clients.
- Increased client conversion rates by up to 30% through UX optimization, clearer information architecture and strategic CTA placement.
- Reduced bounce rates by 20–35% with mobile-first, responsive layouts and performance optimization; grew organic traffic by up to 40% within six months of launch, working cross-functionally with copy and SEO teams.
- Standardized a reusable component library and design system, reducing build time by about 25%.
- Integrated AI tools into design and development workflows (research synthesis, rapid prototyping, copy and code assistance) to shorten the path from concept to working prototype.

Senior Lead UX/UI Designer and Developer

OSM, Belgrade, Serbia | Contract | 2022 – 2025

- Owned website projects and digital products end to end: discovery, UX strategy, wireframing, prototyping, UI design and front-end development.
- Designed and developed custom, responsive WordPress websites, translating business goals into clear user journeys and conversion-focused layouts.
- Designed product interfaces and reusable UI components, keeping design and code consistent across releases.
- Worked directly with stakeholders to prioritize features, iterate on feedback and ship on schedule.

Senior Lead UX/UI Designer

Veli, Belgrade, Serbia | Contract | 2022 – 2023

Crypto investment platform for financial advisors

- Led end-to-end product design (UX/UI) for the trading and digital wallet product on iOS and Android.
- Ran user research and created personas, user flows and journey maps that defined core flows and product priorities.
- Delivered landing pages, pitch decks and marketing collateral supporting fundraising and launch.

Senior UX/UI Designer

Apoddo, Belgrade, Serbia | Contract | 2020 – 2023

- Designed iOS and Android mobile apps from research and wireframes through interactive prototypes, high-fidelity UI and developer handoff.
- Designed and shipped responsive websites focused on clear user journeys and conversion.
- Developed custom solutions tailored to client requirements, bridging design and front-end implementation.

Senior UX/UI Designer
TerraCore, Belgrade, Serbia | 2020 – 2022

- Led UX/UI design for financial web applications, data-rich dashboards and high-converting landing pages.
- Created brand identity guidelines for multiple financial companies, unifying product, marketing and customer communications.
- Translated high-fidelity designs into production-ready responsive WordPress websites.

Lead UX/UI Designer
ZDRA Branding, Belgrade, Serbia | 2018 – 2020

- Delivered 40+ websites and mobile apps in two years, from research and wireframes to prototypes and developer handoff.
- Designed iOS and Android ride-booking apps for a major Serbian taxi company.
- Designed the web experience for a leading private healthcare clinic in Serbia, focused on accessibility and trust.

Freelance UX/UI Designer
Self-employed (via vWorker, Freelancer.com and Upwork), Remote | Freelance | 2010 – 2024

- Delivered 60+ web and mobile projects for international clients across diverse industries.
- Platforms: vWorker (2010 – 2012), Freelancer.com (2012 – 2015, after Freelancer.com acquired vWorker) and Upwork (2015 – 2024).
- Researched and designed an iOS/Android fitness app; created a complete brand identity for a dental company.

Projects

- FK Crvena Zvezda (Red Star Belgrade): eCommerce UX/UI design
- Frontier Biopharma: pharmaceutical CDMO website design
- Palazzo Caterina: hospitality website, UX/UI design and WordPress development
- Pro Vision Academy: education website, UX/UI design and WordPress development
- Camco Construction: services website, UX/UI design and WordPress development
- Rôck&Villa: architecture website, UX/UI design and WordPress development
- Full portfolio: nemanjanedeljkovic.com/case-studies

Skills

Design: Product design, UX strategy, UX research, user flows, information architecture, wireframing, prototyping, interaction design, UI design, design systems, responsive design, mobile app design (iOS/Android), usability testing, A/B testing, accessibility (WCAG), conversion rate optimization (CRO), branding

Development: WordPress, Elementor Pro, Divi, Webflow, Squarespace, HTML, CSS, JavaScript, WordPress SEO, eCommerce

Tools: Figma, FigJam, Miro, Sketch, Adobe XD, Photoshop, Illustrator, Jira

Analytics: Google Analytics 4 (GA4), Hotjar

Ways of working: Agile/Scrum, cross-functional collaboration with developers, product, marketing and SEO teams

AI tools: AI-assisted design and prototyping, Figma AI, Midjourney, ChatGPT, Claude, v0, Lovable, Cursor, GitHub Copilot

Education

Bachelor of Engineering (B.E.), Information Systems and Technologies
Faculty of Organizational Sciences, University of Belgrade | 2013 – 2017

Languages

English: C1 (professional working proficiency) | Serbian: native