



Nemanja Nedeljkovic

Senior Product Designer · UX/UI Design &
Website Development

Belgrade, Serbia · Remote (CET)

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Toptal profile — Verified Expert ↗

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Senior product designer with 15+ years turning complex ideas into intuitive, high-converting digital products. I've shipped 140+ projects for 30+ clients across SaaS, fintech, healthcare, education and eCommerce — owning the full arc from UX research and information architecture to UI systems and production WordPress builds. Design is measured by what it converts, not only how it looks.

15+

years in UX/UI design

140+

projects launched

+30%

avg. client conversion lift

04

international design awards

EXPERIENCE

Senior Lead UX/UI Designer · Bahlr Media, USA (Remote)

2023 – Present

- Designed and built 40+ custom WordPress sites (Elementor, Divi) for healthcare, agency and education clients.
- Lifted average client conversion rates by up to 30% through UX optimisation, clearer information architecture and strategic CTA placement.
- Cut bounce rates 20–35% with mobile-first layouts and performance work; grew organic traffic up to 40% within six months of launch, alongside copy and SEO teams.
- Standardised a reusable component library and design system, reducing build time by ~25%.

Senior Lead UX/UI Designer & Developer · OSM, Belgrade

Sep 2022 – Nov 2025

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

Senior Lead UX/UI Designer · Veli, Belgrade

2022 – 2023

Crypto investment platform for financial advisors

- Led end-to-end UX/UI for the trading and digital-wallet product across iOS and Android.
- Ran user research, built personas 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

2020 – 2023

- Designed iOS and Android mobile apps from research and wireframes through 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

2020 – 2022

- Led UX/UI for financial web apps, 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 sites.

Lead UX/UI Designer · ZDRA Branding, Belgrade

2018 – 2020

- Delivered 40+ websites and mobile apps in two years, from research and wireframes to 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.

UX/UI Designer, Freelance · Upwork

2015 – Oct 2024

- Delivered 60+ web and mobile projects for clients across diverse industries.
- Researched and designed an iOS/Android fitness app; built a full brand identity for a dental company.

SELECTED CASE STUDIES

FK Crvena Zvezda — eCommerce UX/UI	Frontier Biopharma — Pharma CDMO website
Palazzo Caterina — Hospitality, UX/UI + WordPress	Pro Vision Academy — Education, UX/UI + WordPress
Camco Construction — Services, UX/UI + WordPress	Rôck&Villa — Architecture, UX/UI + WordPress
Full portfolio → nemanjanedeljkovic.com/case-studies	

SKILLS

Design	Product & UX strategy, UX research, information architecture, UI design, design systems, mobile app design (iOS/Android), conversion rate optimisation, branding
Development	WordPress, Elementor Pro, Divi, Webflow, Squarespace, HTML, CSS, JavaScript, WordPress SEO, eCommerce
Tools	Figma, Sketch, Adobe XD, Photoshop, Illustrator

EDUCATION

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