

MARKO DJORDJEVIC



Senior Product Designer

marko.dj5@outlook.com

Email

[linkedin.com/in/markodj5/](https://www.linkedin.com/in/markodj5/)

LinkedIn

[\(+381\) 64 351 1324](tel:+381643511324)

Mobile Number

<https://markusvisuals.netlify.app/>

Portfolio link

PROFESSIONAL SUMMARY

Senior Product Designer with 7 years across fintech, health tech, SaaS, and ecommerce in remote teams. Closer to engineering than most designers, where design stays honest and the build ships clean. Coverage spans research, Figma, design systems, accessibility (WCAG 2.1), and production React when it helps the team move faster. Available for senior in house roles, EU and UK time zones.

EXPERIENCE

Independent Product Designer

Jan 2024 - Present

Freelance · Remote · Niš, Serbia

- Self directed practice serving SMB and early stage product teams across fintech, health tech, SaaS, and ecommerce. Engagements span end to end product design, design systems, brand identity, and frontend implementation in React, Next.js, and Webflow.
- **Selected engagements:**
 - Rise E Commerce (retainer, Jan 2024 to Aug 2025): Visual design for Amazon listings, A+ Content, and storefront builds across 10+ brands. Established packaging and typography standards adopted by the team.
 - Solara Health (project contract, 2024 to 2025): Sole designer on health tech platform. Built Figma component library, audited and delivered WCAG 2.1 AA accessibility compliance.
 - TEDxMedijana (event project, 2025): Branding and event collateral delivered on pre event timeline.

UX/UI | Web Designer

May 2023 - Sep 2023

Lemon MSS (DevSpark) · Full-time · On-site (Belgrade, Serbia)

- Owned UX consistency across 4+ simultaneous client projects, fixing navigation pain points and inconsistent component usage.
- Designed brand identity packages, email newsletters, and marketing pages, shipping on compressed timelines often under a week per deliverable.

EARLIER EXPERIENCE

UX/UI Designer

Jan 2022 - Jul 2022

Carnegie Technologies · Full-time · On-site (Belgrade, Serbia)

- Designed user centric digital products. Created wireframes and interactive Figma prototypes from discovery through developer handoff.

Visual Designer

Dec 2020 - Dec 2021

Awards International Ltd. · Full-time · Remote (United Kingdom)

- Developed brand identities and digital assets for multiple in house brands. Managed up to 12 concurrent projects across marketing collateral, email newsletters, ebooks, case studies, and presentation decks.

SKILLS & TOOLS

Design: UI/UX Design, Product Design, Visual Design, Wireframing, Prototyping, Design Systems, Responsive Design, Accessibility (WCAG 2.1), User Research, Usability Testing

Visual & Branding: Brand Identity, Typography, Layout, Iconography, Art Direction, Print Design, Packaging

Tools: Figma, Adobe Photoshop, Adobe Illustrator, VS Code, WordPress, Webflow, Miro, Notion

Frontend: HTML, CSS, JavaScript, React, Tailwind, Bootstrap

AI & Automation: Claude, Gemini, AI-augmented design and development workflows, prompt engineering

LANGUAGES **Serbian:** Native; **English:** Professional working proficiency, EF SET C1.