

Lana Loncar

Product Designer

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060-7300-771

EXPERIENCE

● **Global IT Factory** Product Designer

June 2018 - Current | Belgrade, Serbia

- Collaborated with product owners, business partners and engineers to help define product requirements and roadmap
- Lead web design and branding for whole system
- Helped manage online sources of truth - JIRA and Zeplin resulting in better overall efficiency of the team
- Transformed requirements from Business Requirements Document into tangible system functionalities
- Led initiatives to define branding guidelines and design system for our UI.

● **Global IT Factory** UI + UX Designer

September 2016 - June 2018 | Belgrade, Serbia

- Responsible for User Research, Information Architecture, Visual Design, Prototyping and User Testing across mobile and web products.
- Designed the branding and UI for the proof of concept that won GIFT it's largest project for a large Australian University CMS
- Maintained direct contact with clients (presentations, planning, requirements, roadmaps...)
- Managed responsibilities and workload of remote UI Designer and coordinated with product managers to round off the produced work

eKapija UI + Graphic Designer

December 2015 - September 2016 | Belgrade, Serbia

- Led responsive designs for the company website which lead to an increase in customer retention and conversion rates.
- Rebranded award ceremony "Aurea": created print, web and digital design content. Monitored implementation of all designed related tasks
- Created all web, printed and digital content. Also conducted usability testing, client interviews and maintained the companies' ads platform
- Wrote HTML/CSS for two in-house projects
- Worked closely with management, sales, IT, and advertising teams in order to achieve company goals

Freelance Graphic Designer

January 2015 - November 2015 | Belgrade, Serbia

- Logo, web and print design
- Provided design consulting and brand marketing.
- Managed an array of clients and projects while maintaining a creative direction and professional attitude

EDUCATION

Faculty of Architecture, M.Arch

University of Belgrade | Serbia

September 2012 - July 2014

Faculty of Architecture, B.Arch

University of Belgrade | Serbia

September 2009 - July 2012

PROFICIENCIES

Tools

Sketch, Photoshop, Illustrator, InVision, Zeplin, JIRA, Balsamiq, Mockplus

Skills

Product Design, Interface Design, Prototyping, User Research, Customer Interviews, Web and Mobile Design, Design Research

OTHER ACHIEVEMENTS

Co Organiser of IxDA Local Chapter

August 2018 - Present

Helped plan, prepare and organise events for the Design community

EASA Workshop Tutor

August 2015; August 2013

Lead 2 workshops for EASA (European Architecture Students Assembly)