

VLADA DEVIC

LEAD PRODUCT DESIGNER

Nis, Serbia · uxdizajn@gmail.com · +381 69 796 409
<https://vld.devic.design/> (pwd: 9C+) · [linkedin.com/in/vladadevic](https://www.linkedin.com/in/vladadevic)

PROFILE

Product designer with 10+ years delivering end-to-end design across enterprise SaaS, telecoms, video platforms, health tech, and e-commerce. Leads teams, defines strategy, ships systems. Deliberate generalist, international experience across Europe and Asia. Runs an independent design studio. Co-founder of IxDA Nis.

EXPERIENCE

Founder & Lead Product Designer · Pattern Lab · Nis, Serbia Remote · 2025 – Present

- Independent product design studio. End-to-end design engagements for enterprise SaaS and telecoms.
- Lead work on a cloud-native telco platform — digital commerce, connectivity, enterprise clients.
- UX strategy, design systems, cross-functional delivery with client PMs and engineers.

Clients LotusFlare · T-Mobile · Smartless · Globe

Lead UX Designer · Movingimage · Berlin, Germany Hybrid · 2021 – 2025

- Led team of designers and writers across live-streaming and professional video products.
- Usability research, roadmap definition, cross-functional execution at scale.
- Based in Berlin full tenure. Awarded for “Simplicity” company value (2023).

Clients BMW · Volkswagen · Knauf

DesignOps Product Designer · HTEC · Nis, Serbia Hybrid · 2018 – 2020

- DesignOps: process definition, tooling, workflow optimization.
- Cross-platform products across health tech, logistics, leisure, agri-tech.

Clients Aloe Care Health · Jammcard · Humeds · Nextracker · Stena Line · Gardenize

Lead Product Designer · FFWD · Nis, Serbia Hybrid & Remote · 2016 – 2018

- Designed touchscreen kiosk UX: check-in, wayfinding, booking, document access.
- User research, usability testing, design systems, Agile collaboration.

Clients IKEA · Touchscreen.nl · Portstream.nl

Earlier: The Next Web (NL) · Snowfire (SE) · Svava (SE)

SKILLS

DESIGN Product Design · UX/UI · Interaction · Service Design · Design Systems · Prototyping

RESEARCH User Research · Usability Testing · Interviews · Heuristics · Analytics

PROCESS	Design Thinking · DesignOps · Agile · Leadership · Mentoring · Stakeholder Mgmt
TOOLS	Figma · Figma AI · Sketch · Framer · Adobe CC · Jira · Confluence
CODE	HTML · CSS · JavaScript
AI	Claude · ChatGPT · NotebookLM · Figma Make · v0 — research synthesis, UX writing, interactive wireframing, rapid prototyping.

COMMUNITY & SPEAKING

Co-founder IxDA Nis — Interaction Design Association, Nis, Serbia

Conferences

- UXCAMP Europe — Berlin 2024 · UXLX — Lisbon 2023 · Service Design Impact — Berlin 2024
- SLUSH Asia — CPO keynote 2016 · SSMX Stockholm — Hilton 2013

Talks

- Interaction Design Day Nis 2019 — Trust & Responsibility in Design
 - Interaction Design Day Nis 2018 — Inclusive Design
 - Code Government Hackathon 2018 — Rapid Prototyping
 - Drupal Nis & WordPress Nis — Minimum Viable User Experience
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EDUCATION

MA, Graphic Design · University of Arts in Nis (FUN) · Nis, Serbia

Graphic Design Technician · Gymnasium of Art · Nis, Serbia

Languages English (TOEFL) · Serbian (native) · German (intermediate)

INTERESTS

Trail Running · Climbing · Bouldering · Mountaineering