



VUK BOJANIĆ

SENIOR PRODUCT DESIGNER

Helping early-stage B2B SaaS startups simplify complexity and design product experiences that convert, onboard, and retain — fast.

Tivat, Montenegro
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EXPERIENCE

FUELME (FUEL ORDERING PLATFORM)

Dec 2024 - Present

Senior product designer

- Leading design team
- Improve UX across web app
- Redesign and improve design system with engineering
- Introducing Storybook for components and UI testing
- Working wit front-end engineer lead on implementation of Storybook
- Working with QA team to setup automation on Storybook
- Design new features

WOW CONNECT - E-SIM APP

Jan 2025 - Present

Senior product designer

- Lead product designer
- Built design system from 0 to 1 with engineering
- Redesign mobile app
- Improving payment flow
- Improving accessibility

MESSAGEBOOK

Mar 2025 - Present

Creative director

- Working with marketing director on brand strategy
- Rebrand company
- Define new voice and tone of the brand
- Full redesign of company website to increase conversion and improve presentation of product and features
- Working with other creatives outside organisation

SYNERGYSUITE - RESTAURANT SOFTWARE

Apr 2023 - Jan 2025

Product design manager

- Lead design team
- Working with stakeholders on business decisions
- Mentoring young designers
- Working with product managers on improvements and new features
- Simplify complex features and user flows with my team across web and mobile app
- Increase app use and ratings on the store with new design
- Increasing number of new users regarding mobile app

Jul 2021 - Apr 2023

Senior product designer

- Built design system from 0 to 1 with engineering
- Simplify complex features
- Design new features and increase their use by 20% in first month of release
- Hiring new designers
- Mentoring designers
- Building first time design team in the company

WINDFEST

2023 - 2025

Art director and founder

- Branding festival
- Lead creative team
- Collaborate with multidisciplinary design teams outside organisation

FLEKA

Nov 2017 - Jun 2021

Designer

- Working on graphic design project
- Working on web and mobile apps
- Working on projects related to government of Montenegro - Web platform

EDUCATION

Maritime Faculty of Kotor

HARD SKILLS

- Product design
- User experience
- Design system
- Web design
- Branding
- Illustrations

SOFT SKILLS

- Easy to work, no drama, no stress
- Organisation and time management
- Easy collaboration with engineering, as I start as front end developer
- Adaptive to challenges
- Business mindset