

Aleksandar Žeželj

Senior Product Designer

Banja Luka, Bosnia and Herzegovina · open to remote

aleksandarzezelj.com · gdesignaz@gmail.com · +387 66 154 634

linkedin.com/in/aleksandar-zezelj · dribbble.com/zeki · behance.net/gdaz



Profile

Senior Product Designer with 12+ years across research, product UX and interface design, from first idea to shipped product. I turn complex requirements into clear, usable products by weighing what users need against business goals and technical constraints, and I make decisions on evidence: interviews, prototype tests and behavioural data. AI runs through my process to explore faster and build working prototypes; the judgement stays mine. Open to a new role from December 2026.

“I love minimalism and essence displayed through simplicity.”

Experience

Senior Product Designer · OddBytes

2022 – Nov 2026

Los Angeles, United States · hybrid US/EU team

- Design digital product experiences end to end, working with product managers, engineers and QA.
- Synthesise interview and prototype findings into user needs, product assumptions and design priorities; negotiate scope and implementation trade-offs with product and engineering.
- Deliver user flows, prototypes and interface designs; design experiment variants and refine them through feedback, with attention to usability and visual consistency.

UX Designer, Chirp / Co-Lead, Eureka · Bravo Systems / Propel Media

2021 – 2022

Banja Luka, Bosnia and Herzegovina

- **Chirp** — UX/UI for a web platform serving ads on the US market.
- **Eureka** — co-led UX/UI for a shopping assistant on iOS and web: product discovery, best-price search and a personalised shopping experience.
- Ran user interviews and prototype tests on both products and carried what users showed us straight into the flows.

Product Designer · Creative Studio Form

2019 – 2021

Banja Luka, Bosnia and Herzegovina

- Led UX/UI for a 3D furniture configurator for COOP Livique, developed in Unity.
- Put prototypes in front of real users and interviewed them; the configurator's flow was shaped by what they struggled with, not by what we assumed.

UI Designer · Creative Studio Form

2018

Banja Luka, Bosnia and Herzegovina

- UI components and UX contributions for Ionic applications.

Product Designer / Lead UX/UI Designer · IT Tesla Solutions

2017 – 2019

Sydney, Australia

- **Vihor PRO** — lead UX/UI for a social network for extreme athletes: sharing and measuring achievements and finding people with the same obsession. Built in Ionic.
- Interviewed athletes and tested prototypes with them: the people the app was for decided what made the cut.

Graphic Designer · DAP Solutions

2016

Banja Luka, Bosnia and Herzegovina

- Branding and product design for food products.

Selected work

Apps	Trippin' (travel social network, iOS/Android) · Eureka (shopping assistant, iOS/web) · RushB (restaurant assistant, web/iOS/Android) · Vihor PRO (athletes' social network, Ionic) · Fireplan (community and race management, iOS/Android)
Platforms	Chirp (ad platform, US market) · Athletics New Zealand (national CMS: members, data, revenue) · One Time (community CMS tracker) · Radosnica (web presentation)
Brands	Lucas Electric, Radosnica, CastrAtelier, Lege Artis, Eventure Space, Hair Doctor, Forexbuzz, Showsight, LDF, AURA, LOXY and others

Expertise

Research and discovery User interviews · research synthesis · evidence assessment · product risk · assumption testing · A/B testing · decision thresholds

Product UX User flows · information architecture · interaction design · prototyping · UX writing · desirability, viability and feasibility

UI and visual design Interface design · design systems · visual hierarchy · responsive design · brand design · AR/VR interfaces

Leadership Leading UX/UI from discovery to delivery · cross-functional alignment · proposed clearer UX/UI responsibilities and recurring peer reviews to raise the team's design quality

Industries E-commerce · gaming · VR/AR · furniture configurators · social networks · extreme sports · hardware design · subscription management · SaaS

Tools and AI

Design and validation Figma, Mixpanel, VWO, Intercom, PostHog, Hotjar, Microsoft Clarity

AI and building Claude, Claude Cowork, Codex, ChatGPT, Gemini, DeepSeek, Lovable, Higgsfield

Team and documentation Jira, Confluence, Slack, Notion, Obsidian

Professional development

Gardner Expedition Co. 2026

Product discovery and evidence-based innovation, mentored by Jeremiah Gardner: research synthesis, confidence thresholds, customer and business risk, solution and market risk, and the evidence larger commitments require.

UX Design Leadership — Uxcel, 2024

Design Thinking — Uxcel, 2024

Foundations of User Experience (UX) Design — Google, 2022

Languages

Serbian (native) · English · Spanish (understanding)