

CONTACT

LOCATION

Podgorica, Montenegro

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PORTFOLIO

claude.ai/artifact/Higkwp33w1o25nNfC5BLib

SKILLS

Design

- Product & feature design
- Interaction design
- Wireframing
- Prototyping
- Responsive & mobile UI
- Design systems
- AI-assisted design systems
- Design QA

UX Research

- Usability testing
- Personas
- UX audits & surveys
- Customer research
- AI-assisted workflows

TOOLS

- Figma
- Claude
- Useberry
- Userlytics
- PostHog
- Jira
- Confluence

LANGUAGES

- Montenegrin — Native
- English — C1

EDUCATION

UX/UI Design

SAE Institute, Belgrade · 2020

UX Research

Uxcel · online certificate · 2026

BA, Marketing & Management

Faculty of Economics, Podgorica · 2013–2016

Jasna Kadija

PRODUCT UI / UX DESIGNER

PROFILE

I design tools for people who run complex operations, and the rules and data behind them. 7+ years of design experience, built over 8.5 years at a restaurant and hospitality SaaS company, where I grew from a Technical Support role into the company's first dedicated designer, then helped scale the design team, the shared design system and a new UX research practice. My marketing and economics background gives me a user- and business-minded approach to complex enterprise products.

EXPERIENCE

Product UI / UX Designer · SynergySuite

2019 – Present · Podgorica

- Cloud back-office platform for restaurants & hospitality (inventory, food safety, scheduling, purchasing, financials).
- **Kept a customer who'd threatened to walk, and helped win new ones:** designed the Checklists system end to end, merging Operations and HACCP food safety into one web and mobile product with manager sign-off.
 - **Its cost summary is used always or often by 81% of 397 surveyed users:** led a ground-up redesign of the Schedule Editor, the platform's most-used scheduling tool.
 - **Now used to set up access for every new customer:** designed the User Manager end to end, a 5-level franchise hierarchy with a role-based permission model.
 - **Now the base for every page migrated to modern Angular,** so teams no longer build their own components and testing is faster: built and maintained the design system across three generations (including a dedicated system for the Manager mobile app), and ran ongoing design QA and product reviews. The library is also loaded into Claude, so I can generate prototypes from real components.
 - **Introduced the company's first UX research practice,** shifting decisions from internal-stakeholder input (customer success, implementation, product, support) to direct user research: usability studies (Userlytics), prototype testing and surveys (Useberry), personas and UX audits.
 - **Shipped 700+ design tickets across the entire product in 8+ years,** covering every module in the earlier years (inventory, purchasing, HRM, financials, cash, security) and the platform's core features more recently.
 - **Designed and maintained three companion apps** alongside the web platform: the Manager App (mobile mirror of the web), the Cover App (staff shifts and payroll) and the Clocking App (clock-in).
 - **Started as the sole designer;** helped grow the team, co-mentored two interns (one hired full-time), and served ~2 years as Office Ambassador running company-wide culture events.

Technical Support · SynergySuite

2018 – 2019

Supported customers on the platform while self-teaching UX/UI design, then transitioned into the design team full-time.

FREELANCE DESIGN

- **Logistics app (Fidelio) — sole designer, ~5 months:** designed an end-to-end platform helping dispatchers source offers from transporters, with automated outreach, a deal pipeline, a management dashboard and a driver flow for tracking shipments and uploading documentation. Finished and handed over; the investors redirected the business before launch.
- **Landing pages & websites:** designed and delivered marketing landing pages for private clients (Figma-to-Framer workflow).

INTERESTS

Photography, art, reading, music, camping, travel.