

Alexandra Jakob UX design lead

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Profile	<p>Belgrade-born, spent formative years and got education in Moscow, resided in Paris after degree in architecture. Holds the belief great products are created through excellent <i>interaction and graphic design</i>, user-centred approach, empathy towards people (both users and colleagues). Highly curious and growth driven.</p> <p>Portfolio link is here.</p>
Experience	<p>Lead UX/UI Designer, <i>OIP Robotics</i> March 2024 - Current Employment B2B dashboard products and tools, web&mobile platform, insure-tech, time-tracing & management softwares setting UX practice, defining design processes, driving UX strategy, wireframing, testing, prototyping, working closely with VP of Product, Product managers and development</p> <p>Senior UX/UI Designer, <i>Orion Innovation</i> July 2023 - March 2024 UX and UI for wide variety of different B2B, B2C products for all platforms mobile, web, specific devices, etc</p> <p>Head of Design, <i>N26 - CIF</i> (Center of Investments and Finances) Sept. 2021 - June 2023 Trading mobile app for iOS and Android b2c - product for retail users, fintech CIF suite - B2B web data-dance app - complex product for banking risk calculations leading design team, conducting design sprints, defining design processes and following the best practises, driving user testing, conducting workshops with Product managers, hands-on approach to design, frequent communication with stakeholders, testing hypotheses, MVP definition, roadmaps,, contribute to scaling up the organisation and hiring new designers</p> <p>Senior Product UX Designer, <i>CIF</i> (Center of Investments and Finances) May 2021 - Sept. 2021 Trading mobile app for iOS and Android, B2C - product for retail users, fintech stakeholders interviews, defining user personas, user journey mapping, user story mapping, product discovery, information architecture, scheme flows, user testing, wireframing, prototyping, design system and documentation, 2D animations, tight collaboration with dev teams</p> <p>Product UX / UI designer, <i>W-tech (Cargo)</i>; Belgrade, Serbia – 2019-2021 Car ordering mobile app for iOS and Android - product for retail users, ridesharing Delivery app for multiplatform - for retail users and service providers, delivery Dating app - product discovery and ideation - matchmaking research, product discovery, wireframes, user journeys, user stories, user flows, prototyping, UI design - icon packs and 2D animation, brand definition and brand-book guide lines</p> <p>Product designer, <i>Orsus</i>; Belgrade, Serbia – 2018-2019 Architectural designer, <i>Sintemma</i>; Belgrade, Serbia – 2016-2018 Internship - Architectural designer, <i>AZC</i>, Paris, France – 2014-2015</p>
Education	<p>Don Norman Interaction Design Foundation Faculty of Architecture, University of Belgrade – Master's degree 2016 Faculty of Architecture, University of Belgrade – Bachelor's degree 2013 Grammar School - Natural Science and Mathematics School of Classical Arts – Moscow</p>
Skills	<p>Assertive, Empathetic, User-Centred, UX Principles, User Testing, Interaction Design, Graphic Design, Technical Proficiency in Figma, Adobe CS, Atlassian</p>
References	<p><i>Don Norman's Interaction Design Foundation</i> consumer and meet-up organiser, <i>TED talks</i>, occasional hiker, psychology enthusiast, especially Gestalt, illustrator and dance lover.</p>