

# Alexandra Jakob

## Product Design Manager

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| Profile    | <p>Design leader with 8+ years of experience building and scaling B2C, C2C, and enterprise products across fintech, healthcare, insure-tech, transportation, food platforms, and B2B SaaS. Proven track record of leading designers, owning end-to-end design delivery, and collaborating closely with Product and Engineering to ship scalable, polished experiences used by millions. Strong foundation in architecture and interaction design, with a user-centered, systems-thinking approach and a hands-on leadership style.</p>  |
| Experience | <p>Product Design Lead, <i>Ezderm</i> September 2024 - Current Employment<br/><b>B2B products web, native iOS, macOS platforms, healthcare, EMR</b><br/>Lead, scale, and mentor the product design team, setting clear quality bars and growth paths; establish and maintain design systems, UX standards, and scalable design processes; partner closely with the CPO and cross-functional leadership (Product, Engineering, Clinical stakeholders) to align design with product strategy, usability goals, and business outcomes; drive end-to-end design delivery from discovery through production, ensuring high-quality, compliant, and user-centered experiences</p> <p>Product Designer Lead, <i>Bound AI</i> March 2024 - September 2024<br/><b>B2B dashboard products and tools, web&amp;mobile platform, insure-tech, time-tracing &amp; management softwares</b><br/>Built and scaled UX practice, defined design processes, and led UX strategy and execution from discovery to delivery, partnering closely with Product and Engineering leadership</p> <p>Senior UX/UI Designer, <i>Orion Innovation</i> July 2023 - March 2024<br/><b>(wide variety of clients, EY, Liverpool F.C.) B2B, B2C products, mobile, iPads, web-based, specific devices</b><br/>Communicate with clients, design experience from scratch to development phase</p> <p>Head of Design, <i>N26 - CIF</i> (Center of Investments and Finances) Sept. 2021 - June 2023<br/><b>Trading mobile app for iOS and Android B2C, fintech</b><br/><b>CIF suite - B2B web data-dance app - product for banking risk calculations</b><br/>Led design across N26's investment products; managed and scaled the design team from scratch; defined design processes and quality standards; ran design sprints, workshops, and user testing to validate hypotheses and shape MVPs and roadmaps; partnered closely with Product, Engineering, and senior stakeholders to ensure high-quality design and end-to-end User Experience</p> <p>Senior Product Designer, <i>N26 - CIF</i> (Center of Investments and Finances) May 2021 - Sept. 2021<br/><b>Trading mobile app for iOS and Android, B2C - product for retail users, fintech</b><br/>Led research, conducting user journey workshops, setting IA, flows, wireframes, and prototypes; contributed to the design system and collaborated closely with Engineering and Product</p> <p>Product designer, <i>W-tech (Cargo)</i>; Belgrade, Serbia – 2019-2021<br/>Product designer, <i>Orsus</i>; Belgrade, Serbia – 2018-2019<br/>Architect, <i>Sintemma</i>; Belgrade, Serbia – 2016-2018<br/>Junior Architect, <i>AZC</i>, Paris, France – 2014-2015</p> |
| Education  | <p><b>Don Norman Interaction Design Foundation</b><br/>Faculty of <b>Architecture</b>, University of Belgrade – Master's degree 2016 and Bachelor's degree 2013<br/>High School - <b>Natural Science and Mathematics</b>, Belgrade<br/>School of <b>Classical Arts</b>, Moscow</p>  |
| Skills     | <p><b>Leadership &amp; Collaboration</b> - Design leadership · Mentorship · Stakeholder management · Cross-functional collaboration · Assertive &amp; empathetic communication</p> <p><b>UX &amp; Product Design</b> - User-centered design · UX strategy · Interaction design · Usability testing · Information architecture · Product discovery · Design systems</p> <p><b>Visual &amp; Craft</b> - Visual design · Graphic design · Prototyping · Motion micro-interactions</p> <p><b>Tools</b> - Figma · Adobe Creative Suite · Atlassian (Jira, Confluence)</p>  |
| References | <p>Available upon request</p>   |