

Božana Radenković Gerard

Senior Product Designer

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Serbia · Remote · Available now · Experienced with US & EU teams

Senior product designer with 10+ years of experience across in-house, agency and contract teams. I untangle complex flows until they feel intuitive. I use AI throughout my process, from exploring edge cases to clickable prototypes clients can try before anything is built. I love words and write clear, human copy. I enjoy mentoring junior designers and growing the people around me.

EXPERIENCE

Senior Product Designer — Devtech

Jan 2023 — Aug 2026

Serbia · Full-time, hybrid

Miss Group

2025 — Aug 2026

Sole designer on a hosting and domain platform scaling to 30+ brands, owning design decisions end to end. Designed a white-label system so new brands launch without a designer, pushed the redesign beyond the original brief, and designed admin tooling for non-technical staff. Built Figma Make prototypes the client and developers could try before build, and walked developers through implementation.

White-label systems

Checkout

AI prototyping

Admin panel

End-to-end ownership

Pax8

2023 — 2025

Senior designer on Propulsion, the design system of a cloud marketplace: 100+ components, patterns and page templates used by 200+ developers and ~20 designers. Introduced tokenization, built a 10-chart data visualization library and defined form guidelines adopted platform-wide. On the UX Writing team, wrote component guidelines based on research into leading design systems. Guided a junior designer day to day; ran kick-offs and syncs with developers and trained them on using the system.

Design systems

Data visualization

UX writing

Accessibility

Mentoring

UX/UI Designer — Curated Planet

2022 — 2023

New York, USA · Contract, remote

Owned the whole UX/UI process for a tour-operator app that keeps travellers on time and in sync with guides, drivers and office admins. Redesigned location sharing, the map and the itinerary, and designed an integrated chat for every role, including copy and microcopy.

Product Designer — Beyond Imagine

Jan 2020 — Oct 2021

New York, USA · Full-time, remote

Designed websites, apps and digital products from scratch at a full-service design and development agency: research, wireframes, prototypes, visual design and branding.

Web & Graphic Designer — Synduit

2015 — 2016 · Sep 2017 — Feb 2020

New Jersey, USA · Full-time

Websites, social media ads, print and marketing materials for health and wellness brands.

Freelance Product Designer

Sep 2015 — Present

Years of short- and long-term contract work across many products, often as the only designer — taking apps from zero to shipped.

SKILLS & APPROACH

Design

Product design end to end, complex flows & edge cases, design systems & tokens, data visualization, accessibility, white-label & multi-brand

AI & tools

Figma (variables, libraries), Figma Make, Claude Code, Claude Design, ChatGPT, and always exploring new AI tools

Writing

UX writing & microcopy, component and form guidelines, design-system documentation, plain language for complex flows and non-technical users

Ways of working

Mentoring junior designers, training and close collaboration with developers, kick-offs & reviews with product owners, client-facing, research-led

EDUCATION BA, Serbian Language and Literature · University of Niš · 2014