

Ana Lilic

Product Designer

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8 years in design: 4 in product, 4 teaching and freelancing. I shape complex B2B platforms end to end, from discovery and UX to design systems and developer handoff. Years in the classroom taught me to explain the "why" behind every design.

Experience

Product Designer · Devtech

2024 – 2026

UI Designer · Devtech

2022 – 2024

Digital product and engineering services for software vendors and cloud providers

Software licensing marketplace B2B · 2 designers

- Joined at kickoff to design a new platform where resellers set prices and sell software licenses to other resellers and end customers. Mapped the legacy platform and turned its flows into wireframes for the new product.
- Owned quotes and price lists in a dedicated product team, working closely with its Product Owner and developers. Designed dense, data-heavy screens with a clear hierarchy for a complex purchasing process.
- Customized Material UI to the product's visual direction and kept extending it into a developer-ready design system as new components were added.

Construction materials e-commerce B2B · 3 designers

- Brought in during the final design phase to help the team hit its deadline. Partnered closely with two fellow designers to refine and finalize the product.

Business networking platform Sole designer

- Took over the product from a previous designer and carried the design forward as its sole designer.
- Designed responsive layouts for tablet and mobile.
- Designed the onboarding flow, defining its content and steps together with the Product Owner.
- Prioritized my own design tasks and saw each design through from handoff to visual QA.

Collaboration & delivery All projects

- Adapted to client changes, deadlines and technical constraints, proposing alternatives that could ship on time and still work well, or phasing work with the Product Owner.
- Shaped and maintained the design system with my fellow designer, staying aligned in several syncs a week.
- Delivered Figma files linked to the design system, with every component state and clickable prototypes, and walked developers through each one.
- Ran visual QA on every implemented screen, logging fixes in Jira.

Freelance Graphic Designer

2021 – 2022

- Designed and laid out books and created social media content for clients.
- One-on-one lessons across the Adobe Creative Suite, including Illustrator and Photoshop.

Teaching Assistant · Faculty of Technical Sciences, Novi Sad

2018 – 2021

- Taught hands-on lab classes in web design (HTML/CSS), digital reproduction and graphic technology.
- Conducted academic research and contributed to scientific publications.

Skills

Discovery User flows Wireframing Prototyping UI design Responsive design Design systems
Developer handoff Visual QA

Tools

Figma FigJam Miro Jira Adobe Photoshop Adobe Illustrator Adobe InDesign
HTML/CSS Claude Code

Education

Graphic Engineering and Design

Faculty of Technical Sciences, Novi Sad
MSc 2017 – 2018 · BSc 2013 – 2017

Languages

Serbian · native
English · professional