

Nemanja Jovanović

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LinkedIn · Portfolio

SENIOR PRODUCT DESIGNER · B2B SAAS · 7+ YEARS

SUMMARY

Senior Product Designer with 7+ years across B2B SaaS, IoT, and consumer marketplaces. I find the structural question underneath the surface request, then design the system that answers it. Equally comfortable as the sole designer in a five-person team or embedded in a cross-functional product squad. Currently at **Sastrify**, where I led end-to-end design of a new product line adopted across 50+ enterprise clients.

EXPERIENCE

DEC 2024 PRESENT · GERMANY / REMOTE

Sastrify - Senior Product Designer

B2B SaaS · SaaS management & procurement · Enterprise security

- Led end-to-end design of **Shadow IT Radar**, a new product line targeting IT and security buyers. Reframed a perceived UI problem as a retention problem, defined three activation questions every design decision was tested against.
- Shipped to **50+ enterprise clients**, clients reported 10% reduction in security risk post-launch and reached first insight in under three clicks.
- Co-ran 5+ discovery interviews with IT leads and procurement managers, synthesised findings into the four problem statements that framed the project. Audited 3-4 competitors and built a trust x agency matrix used by product and sales.
- Resolved a cross-functional conflict by prototyping a single dashboard that served both IT and procurement workflows, replacing the proposed two-product split. Aligned Head of Product, sales, and engineering in one session.
- Redesigned **Inventory** (Products · Suppliers · Subscription Agreements) with canonical IDs and many-to-many list/detail UX, unifying navigation and clarifying ownership across squads.
- Shipped **Workflow Builder 2.0** with conditional approvals, clearer ownership, and smarter notifications.

FEB 2023 DEC 2024 · UK / REMOTE

Tech Alchemy - Senior Product Designer

Multi-product agency · Web3, fintech, and consumer SaaS

- Shipped UX across four client products (**Etho Ventures**, **Darabase**, **X Chanin**, and **Collision**), covering research, flows, prototypes, and engineering handoff.
- Unified shared components into a cross-product design system, reduced rebuild time and sped delivery by an estimated **25-30%**.
- Worked directly with founders and product leads as the senior design voice, mentored junior designers on file structure and review standards.

AUG 2021 JAN 2023 · NORWAY / REMOTE

Snowball - Product Designer, promoted to Senior Product Designer

Product studio · IoT, two-sided marketplace, B2B accounting

CHKChat (lead designer, no PM)

- Designed both sides of a trust-based recommendation platform for Norwegian small businesses. Full product process across 4-5 months, **140 screens** shipped on iOS and Android.
- **Reframed the brief:** not a better review platform, but a different product entirely. Recommendations only feel authentic when real people with real social graphs are already using them.
- **Research:** led 11 discovery interviews in Oslo and Bærum (6 business owners, 5 consumers). Trust was the conversion bottleneck "is this business legit?" was the first question 8 of 11 consumers asked.
- **Process:** across two rounds of testing (3-4 testers per round), condensed onboarding by **40%** (business setup 9 - 5 screens), iterated the broadcast composer three times (error rate **6/8 - 1/8**), and pushed the timeline back two weeks to restructure tab hierarchy after testing.
- **Results:** launched on iOS and Android in late 2022. Three months post-launch **2x pricing conversion, 63 businesses live, 1,400 consumer sign-ups, 38% 30-day retention**. Live 3+ years after launch.

Dimension Four (founding designer, IoT platform)

- Sole designer on a five-person team with no PM. Partnered directly with CEO and CTO, built the product from the domain model up.
- Designed one consistent interface for six incompatible IoT protocols (MQTT, HTTPS, UDP, LoRaWAN, NB-IoT, 5G), adopted by **5 production customers** including Stavanger Municipality (40+ sensors deployed) and a baby-monitor startup using a pure API layer.
- Built the Figma component library and design-system documentation that became the team's shared language with engineering. The "Points" data model and three-tab navigation pattern were adopted by engineers without an explicit brief.

24/7 Office (B2B SaaS, 50K active users)

- Modernized a complex accounting and SMB finance product from a **90s-era interface to a contemporary one**, redesigning core flows and onboarding without disrupting workflows long-time users had built their day around.
- Unified the design system across multiple products the company had acquired over the previous decade, collapsing inconsistent patterns into one shared component library and visual language.

JUL 2020 AUG 2021 · HYBRID

Super Awesome - UI/UX Designer

- End-to-end web and mobile UX, built a component system and improved accessibility against WCAG 2.1.
- Ran data-informed iterations and lightweight A/B experiments on conversion-critical surfaces.

2017 2020

Earlier experience

- **Freelance Product & UX Designer** (2018–2020). Landing-page A/B testing, conversion optimisation, and end-to-end flows for early-stage startups.
- **Logic Solutions, Web Designer** (2017–2018). Brand identity and web design for client launches.

CORE SKILLS

Design discipline: Information architecture · Interaction design · Visual design · Design systems · Component specs · Data visualisation · Responsive UI to WCAG 2.2

Research & strategy: Discovery research · Generative & evaluative interviews · Usability testing · Competitive audits · Mental-model mapping · Reframing problem statements

Cross-functional: Product strategy · Stakeholder workshops · Engineering handoff · Design QA · Working without a PM · Async remote collaboration

Domains: B2B SaaS · Enterprise security · IoT · Procurement · Marketplaces · Fintech-adjacent

TOOLS

Figma · FigJam · Cursor ·
Mixpanel · Notion · Jira ·
Confluence · Adobe Creative Cloud

EDUCATION

Educons University · B.A. Digital
Production · 2013–2017

LANGUAGES

Serbian (native) · English
(bilingual)