

IVAN PEROVIĆ

Senior Product Designer · Complex, data-heavy products

Belgrade, Serbia (CET) · perovicmivan@gmail.com · +381 60 400 3934 · evendesign.studio · linkedin.com/in/ivanperovic

SUMMARY

Senior Product Designer with 10+ years designing complex, data-heavy systems — energy (Siemens Gamesa wind analytics, Terabase utility-scale solar), mobility (Volkswagen Group) and donation logistics (ReSupply). Former journalist: I investigate the problem before designing the solution. I ship embedded with engineering, prototype in code with AI tools, and build design systems that outlast me.

EXPERIENCE

Senior Product Designer (contract) — ReSupply — donation logistics platform

Jul 2024 – Present · Remote

- Own the donor experience end-to-end across web and mobile — from discovery and service blueprinting through prototyping, usability testing and shipped UI.
- Rebuilt the multi-step mobile donation wizard (Items → Floor → Address → Schedule → Review) with progressive pricing disclosure, validated through an observational mobile study before release.
- Built and maintain the donor-facing design system (tokens, components, states), cutting design-to-dev handoff time and UI inconsistencies across surfaces.
- Work AI-assisted: prototype flows in code (Claude, Figma Make/Cursor), synthesise research with AI, and design AI-feature states — confidence, fallback and human-override paths.

Senior Product Designer — HTEC Group — embedded with client product teams

Jul 2021 – Sep 2024 · Belgrade / remote

- Terabase (utility-scale solar, 2021–2022): designed the QC Inspector field tablet app and the Lighthouse web platform — a graph-native view of a plant's trackers, strings and inverters with progress tracking. Error surfacing (undefined trackers, combiner boxes, AC stations) catches layout defects before publishing to construction. Field app went from brief to tested prototype in a one-week sprint; built offline-first for 4 user roles and 400+ QC notes a day on site.
- Siemens Gamesa — AEP Explorer (2023, 12 months, external designer embedded with the client's product team): designed the wind-fleet analytics tool from first feature: turbine comparison, losses by category/technology, map and icing analytics — turning raw SCADA loss data into decisions for performance engineers. 6+ modules shipped covering 200+ turbines and 12 loss categories; loss attribution for a turbine dropped to under 30 seconds. Shadowed turbine engineers for 3 weeks first.
- Major media platform (confidential, via HTEC): 3 years embedded; designed the artist publishing portal and 2 internal QA review tools (waveform cue-sheet review, artwork review) on one shared IA model, processing millions of tracks.
- Legal/compliance platform (LCI, bankruptcy case management): ran a heuristic audit of the exception queue and case list; redesigned system-status, loading and error feedback patterns.

Lead Designer — P3 Group

Jul 2020 – Jun 2021 · Stuttgart / remote

- Led design across four simultaneous products: Log&Pay (Volkswagen fuelling and charging app), Flic ride-sharing, an EV route-planning tool and the Vattenfall field-service app.
- Log&Pay: 3 platforms (driver app, fleet app, web) with map-first station discovery, smart filters and pay-at-pump; adopted across the Volkswagen Group fleet.

- Vattenfall: field-service tablet app for heating technicians — day's orders, OK/Not-OK checklists with photo and voice capture, auditable maintenance protocols completed on site instead of in the van.

UX/UI Designer — KupujemProdajem — Serbia's largest marketplace

Jun 2019 – Jul 2020 · Belgrade

- Redesigned key listing and checkout flows across web and mobile; translated research insights into shipped improvements with product and engineering.

UX/UI Designer — Kroon Studio

Jun 2016 – Jul 2018 · Belgrade

- Designed web and app products for international clients including Crowdhouse (real-estate fintech) and Mabbly, concept through launch.

Design Intern — Unibrand

Jun 2015 – Jul 2016

- Supported client design work, including Crowdhouse and Mabbly.

SKILLS

Product & systems: Design systems (led 4+) & tokens, information architecture, service blueprinting, journey mapping, complex data visualisation, enterprise & field-app UX

Research & validation: Heuristic evaluation, usability testing, qualitative & quantitative research, A/B testing, data analysis, stakeholder facilitation

AI-assisted workflow: AI-assisted prototyping in code (Claude, Figma Make, Cursor), AI for research synthesis, designing AI-feature states (confidence, fallback, human-in-the-loop)

Craft & tools: Figma, prototyping, motion design, HTML/CSS basics, Webflow

EDUCATION

BA Political Sciences — University of Belgrade

2008 – 2012 · Cum Laude · Background in investigative journalism before moving into product design

LANGUAGES

English — fluent · Serbian — native