Ksenija Mihić

SENIOR PRODUCT DESIGNER FROM BELGRADE, SERBIA

ksmihic.com · linkedin.com/in/ksenijamihic

EXPERIENCE

Vertt

AI Product Designer

Sep 2026 - Current

- Designing and maintaining the Vertt B2B design system in Figma, structured to map cleanly to code
- Turning designs into working front-end code with AI coding agents (Claude Code) through a Figma-to-code workflow
- Building clickable, code-based prototypes from PRDs for partner demos
- Closing the gap between design and engineering so ideas get tested faster

UX/UI Designer · Freelance

Sep 2022 - Oct 2026

- Developing and maintaining design system for a ride-hailing app
- Working on new features, as well as improving current application
- Wireframing & research
- Communication with developers

Launch Control

Senior UX/UI Designer

2023 - 2026

- Improving current app and working on new features of a SMS marketing app for multiple industries
- Design of a website builder application
- Maintaining and developing multiple design systems
- User interviews and UX research

ITS42

UX/UI Designer

2019 - 2021

- Creating user experience on multiple applications, both mobile and web
- Designing user interface for multiple applications in logistics, finance, blockchain, hospitality, ecommerce industry
- Sketching and prototyping

openthebox.be

Front-end Developer & UX/UI Designer

2018 - 2019

- Working on the UX and UI of the website
- Designing custom icons and illustrations
- Implementing changes in HTML and CSS

Upwork (Elance)

Front-end Developer & UX/UI Designer

2015 - 2019

- Developing and designing websites and improving overall user experience
- Working on company image, branding, logo design, custom illustrations
- Designing layouts, interactions and transitions
- Creating interactive web/mobile sketches, wireframes and mockups

Applexus Labs

Front-end Developer & UX/UI Designer

2017 - 2018

- Working on existing SAP-based web applications
- Design of new retail application and later working on the front end
- Improving UI/UX by constantly conducting research and tests

Microsoft Development Center Serbia

DC&L Associate

2014 - 2015

- Testing Microsoft character recognition software
- Image analysis

EDUCATION

Faculty of Organizational Sciences

IT Department | 2008 – 2014

Bachelor Degree

SKILLS & TOOLS

Product design, Design Systems, Interaction Design, Branding, Prototyping, Wireframing, Sketching

Figma, Adobe Illustrator, Adobe Photoshop, Claude & Agentic AI, HTML & CSS