



Zorana Mitrović Vučićević

ABOUT

Zorana is a design professional from Belgrade, Serbia.

Currently she is leading product design team at Velsera, where they are building clinical diagnostics and life sciences analytics products.

EDUCATION

Faculty of Organizational Sciences
B.Sc. in Information Systems and Technologies

Diploma thesis / July 2011
Application of Modern Tools in User Interface Development

SKILLS

Design leadership
User experience design
Information architecture
Interaction design
Prototyping

CONTACT

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WORK EXPERIENCE

SEVEN BRIDGES (NOW VELSERA) /Employment/

Jan 2023 - present

- **Director of design**
Managing 5 designers
Overseeing design work for 4 products
Design system

Apr 2022 - Jan 2023

- **Associate director of product design**
Managing 3 designers
Overseeing design work for 2 products
Design system

Mar 2021 - Apr 2022

- **Interaction Design Team Lead**
Managing 2 designers
Overseeing design work for 1 product
UX/UI design

Aug 2018 - Mar 2021

- **Interaction Designer**
UX/UI design

AIR SERBIA /Employment/

May 2014 - Aug 2018

- **UX designer & developer**
Website and kiosk applications
UI design for the booking engine
Information architecture
Prototyping

MOONLIGHT MOUNTAIN GEAR /Freelance/

Feb 2012 - Jan 2018

- **Web/graphic designer & developer**
Corporate identity
Web sites
Ski prints
Promo material

LILLY DROGERIE, HLEB & KIFLE BAKERY /Employment/

Oct 2011 - May 2014

- **Web/graphic designer & developer**
Web sites
Facebook landing pages
Android application
Admin panels
Newsletter design
Promo material

RECTORATE OF THE UNIVERSITY OF BELGRADE /Internship/

Jul 2011 - Oct 2011

- **UI designer & developer**
Kiosk application