

ANDREA ĆIRILOVIĆ

SENIOR PRODUCT DESIGNER

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PROFILE

Senior Product Designer with 8+ years of experience designing web and mobile products, data-dense SaaS platforms, and scalable design systems. Turns ambiguous workflows and business requirements into clear, accessible interfaces that teams can build and users can understand.

EXPERIENCE

Independent Product Designer | Mar 2025 - Present

amplitude Finance mobile application

- Lead end-to-end product UX/UI across onboarding, budgeting, plan-vs-actual tracking, insights, and financial planning flows.
- Created a lightweight mobile design system covering typography, spacing, variables, reusable components, and interaction states.
- Simplified data-heavy financial information into clear cards, progressive drill-downs, and approachable visual patterns.

Essential IT Product design collaboration | 2025 - 2026

- Designed and refined SaaS applications, CRM workflows, responsive websites, and mobile product experiences across multiple engagements.
- Translated complex requirements into structured user flows, reusable interface patterns, and implementation-ready specifications in close collaboration with delivery teams.

Senior Product Designer | Launch Control LLC | Sep 2021 - Mar 2025

Launch Control REI Real estate lead engagement platform

- Led UX/UI improvements and new feature design for a mature SaaS product, from research and competitive analysis through prototyping and developer handoff.
- Established a scalable design system that improved consistency across product areas and supported faster cross-functional delivery.
- Partnered across engineering, product, marketing, customer success, and support; used interviews and feedback to guide product decisions.

Launch AI AI-powered product initiative

- Built the design system from scratch and shaped core functionality through detailed UX reviews, advanced prototypes, and iterative collaboration with engineering and QA.
- Mentored new team members and helped align product quality across design, development, marketing, and external partners.

Product UX/UI Designer | Upwork | Sep 2019 - Aug 2021

- Designed web and mobile products for international clients, covering user flows, wireframes, polished UI, prototypes, and developer handoff.

CORE EXPERTISE

Product Design UX strategy, information architecture, user flows, wireframing, prototyping, usability and accessibility

Systems Design systems, tokens and variables, component libraries, states and variants, documentation and contribution models

Delivery Responsive web and mobile UI, data-dense dashboards, stakeholder workshops, engineering collaboration and handoff

Tools Figma, FigJam, Adobe Illustrator, Adobe Photoshop

EDUCATION AND ADDITIONAL EXPERIENCE

Education Bachelor, Technical College of Applied Sciences, Novi Sad | School of Design Bogdan Šuput, 2014

Additional Accounts Payable, Vista Trans Holding LLC | Mar 2018 - Aug 2019

Languages Serbian and Hungarian - Native | English - Professional proficiency