



BIO

I am a product designer (UX/UI) with 8 years of experience working on digital products, platforms, and web applications. My focus is on designing clear, scalable user experiences that support real product goals and work well in complex systems.

Throughout my career, I have worked closely with development teams, contributing not only to interface design but also to product structure, user flows, and design systems. Because of my technical background, I approach design with a strong understanding of how things are built, which helps me create solutions that are both user-friendly and realistic to implement.

I am particularly interested in technical and platform products where design plays an important role in simplifying complex processes.

My strengths are structured thinking, problem-solving, and the ability to turn complex ideas into simple and intuitive user experiences.

SKILLS

- Figma
- Claude
- Codex
- Copilot
- HTML
- CSS
- Sass
- JavaScript
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects

LANGUAGES

- Serbian – native language
- English – advance level
- German – basic level

INTERESTS



BJJ



Surfing



Cyclotouring



Book club

Outside of work, I love being in nature and staying active. I enjoy cyclotouring, running, swimming, and calisthenics. Over the past three years, my biggest passions have been surfing and Brazilian jiu-jitsu. These sports have taught me a lot about patience, problem-solving, and staying calm when things get complicated. That same mindset strongly reflects how I approach work and life in general.

As much as I enjoy discipline and routine, I also appreciate a bit of hedonism, cooking or sharing a nice meal, having a good cup of coffee with a friend, or going out dancing.

CONTACT

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MILENA ĐOKIĆ

PRODUCT DESIGNER (UX/UI) WITH TECHNICAL BACKGROUND

- Designed products across web, mobile, Apple Watch, Apple TV, and kiosk platforms.
- Built scalable design systems used across multiple products.
- Frontend experience with HTML, CSS, Sass, and JavaScript.
- 8+ years designing SaaS and platform products.

EXPERIENCE

- 2024 - PRESENT ● PRODUCT DESIGNER (UX/UI)
Tanano
- 2021 - 2024 ● PRODUCT DESIGNER (UX/UI)
SB22
- 2021 ● UI/UX DESIGNER & FRONTEND DEVELOPER
Digistore24
- 2019 - 2021 ● UI/UX DESIGNER & FRONTEND DEVELOPER
Fluena
- 2018 - 2019 ● UI/UX DESIGNER
Perun TV
- 2017 - 2018 ● UI/UX DESIGNER
Perun app
- 2010 - 2017 ● MULTIDISCIPLINARY DESIGNER
DIGITAL ARTIST
PRODUCTION DESIGNER
Various companies and productions

TANANO

PRODUCT DESIGNER (UX/UI)

Tanano is my design and development agency focused on creating clean, functional digital products and brand identities. We work on product design, user experience, and visual systems for web platforms and applications, combining UX/UI design with a strong understanding of frontend development.

Tanano's work includes defining product structure, designing user flows, building scalable design systems, and creating interfaces that are clear, fast, and easy to use. Focus is on solutions that are not only visually refined but also practical to implement and maintain.

SB22

PRODUCT DESIGNER (UX/UI)

SB22 is a fully immersive betting and transactional platform built from the ground up without relying on legacy technology. I was responsible for designing the product's UI and UX from the early stages and helping establish a clear and scalable design foundation.

I worked on the platform structure, user flows, visual identity, and design system, ensuring consistency across a wide range of screens and product features. A strong focus of my work was creating a responsive and adaptable interface that functions across multiple devices, including mobile, desktop, kiosks, smartwatches, Apple TV, and Apple Vision.

I collaborated daily with development teams to translate design into production-ready solutions, using Figma for wireframing, prototyping, and high-fidelity design. My role also included ensuring that the design system could scale with the product as new features and modules were added.

DIGISTORE24

UI/UX DESIGNER & FRONTEND DEVELOPER

Digistore24 is an international online sales platform and affiliate marketplace. In this role, I worked on both internal product features and client-facing solutions, contributing to the design and development of user interfaces used by a large number of users.

My work included designing landing pages, internal tools, forms, and user flows, as well as building and improving UI components within the Digistore24 platform. I was involved in improving usability and clarity across different parts of the product, with a strong focus on creating simple and effective solutions for complex workflows.

Through this role, I gained valuable experience working on a large-scale platform, designing for real business users, and collaborating closely with developers to deliver production-ready designs.

FLUENA

UI/UX DESIGNER & FRONTEND DEVELOPER

Fluena is a software development agency focused on building custom web platforms and digital products. During my time there, I worked on a variety of projects, including full-featured websites, online stores, fleet management platforms, and internal business tools.

My role covered the entire design process, from understanding product requirements and defining user flows to creating wireframes, high-fidelity interfaces, and responsive layouts. I collaborated closely with developers throughout the development process to ensure that design decisions were practical, scalable, and consistent across the product.

Working on multiple projects in parallel helped me develop strong problem-solving skills, adaptability, and a structured approach to complex user interfaces. This experience also strengthened my understanding of how design fits into real product development, from concept to launch and maintenance.

PERUN TV

UI/UX DESIGNER

Perun TV is a video platform for streaming video content. My role in this project was to conceive smooth and subtle user experience. As part of it, I designed interface with accent on some of the main features of the app.

PERUN APP

UI/UX DESIGNER

Perun App is a startup project. It is a platform that helps professionals and small business owners grow their businesses or create a franchise.

I had a few roles in the project, ranging from visual identity design, app concept creation, wireframe buildup, app UX and UI design, web presentation design, etc.

PREVIOUS PROFESSION

MULTIDISCIPLINARY DESIGNER/DIGITAL ARTIST/PRODUCTION DESIGNER

Previously I worked as a freelance multidisciplinary designer in various art fields. As graduate from Applied Arts Academy, my first projects were in movies, TV shows, music videos, commercials and theatre. My early asignments were in the role of production designer, but as I increasingly evolved towards digital, I worked as digital artist, animation creator, graphic designer and as an artist in gaming industry.

EDUCATION

- 2007 - 2012 ● FACULTY OF APPLIED ARTS
Belgrade, Serbia Department of production and stage design