



Zorana Mitrović Vučićević

ABOUT

Zorana is a design professional from Belgrade, Serbia.

She has over 13 years of work experience. For the first seven years, she has worked both as a UX designer and a front-end developer. For the last six years, she has worked as a design lead, focused on user research, interaction design, design strategy and management.

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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[portfolio](#)
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WORK EXPERIENCE

LIMO LABS LLC /Employment/ Part-time

Jun 2025 - Current - **UX/UI designer**

SEMAPHORE /Employment/ Part-time

May 2025 - Current - **Product designer**

SEVEN BRIDGES (NOW VELSERA) /Employment/

Jan 2023 - May 2025 - **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