



CRISTIAN TODOROVIC

| Digital Product Designer

Hello, my name is Cristian and I am a Berlin-based, Senior Product Designer with a decade of experience in the tech industry. I've designed solutions for global leading insurance, real estate, e-commerce, and SaaS companies.

📞 +49 157 8203 1538 🎬 cristian.todorov@gmail.com

EXPERIENCE

• Senior Product Designer

Ziegert GmbH (Berlin) • Sep. 2021 to Present

Leading the Design Team I elevated the platform to a high UX standard through Design Sprints and UX research. I also redesigned the internal SaaS for operations.

• Lead Product Designer

Groove (Newport, USA) • Jan. 2019 to Apr. 2021

Spearheading Product I've redesigned the Inbox app from the ground up with a sophisticated Design System and evolved the brand through two website launches.

• Senior UX Designer

FRIDAY Versicherung (Berlin) • Jan. to Nov 2018

Between Marketing and Product, I was in charge of improving the overall UX of the insurance app, website, and building a new Design System for both.

• Lead Product Designer

DailyDeal GmbH (Berlin) • Apr. to Oct. 2017

I was tasked to improve the e-commerce platform by finding and testing novel UX solutions, running Design Sprints, and helping marketing define branding style guides.

• UI/UX Designer

LocaFox GmbH (Berlin) • Feb. 2016 to Mar. 2017

I was the main designer for the e-commerce platform. Beyond UI, I mapped user journeys, tested prototypes, conducted UX research, and rebuilt the UI library.

• Web Designer

Koinema (Bologna, Italy) • Sep. 2013 to Nov. 2015

My first agency experience where I designed and coded websites using the Bootstrap framework. I developed in areas of ownership, teamwork, and handling clients.

EDUCATION

• Google UX Design

Coursera Online Training • Jan. 2024

• Graphic Design B.A.

Academy of Fine Arts Bologna • Mar. 2014

• Adobe Certified Web Designer

Algebra Training Center • Nov. 2005

SKILLS

User Experience

User Interface Design

Design Sprints

Mentorship

Design Systems

Interaction Design

Web Design (HTML/CSS)

LANGUAGES

English - Fluent

Italian - Fluent

Croatian - Fluent

German - Beginner

TOOLS

Figma, Sketch, Adobe,

Webflow, Atlassian,

HotJar, HubSpot, Miro,

Asana

REFERENCES

Nicholas McCreathe

(Co-Founder & CPO at Groove)

0176 82338052

NETWORKING

linkedin.com/in/cristiantodorovic