



# 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.

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## 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.

## 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

## 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

## REFERENCES

Nicholas McCreath  
 (Co-Founder & CPO at Groove)  
 0176 82338052

## NETWORKING

[linkedin.com/in/cristiantodorovic](https://linkedin.com/in/cristiantodorovic)