

Nikola Petrović // Digital Designer

Brand Identity • UI/UX • Web Experiences

--- WORK EXPERIENCE

Independent Designer

MAY 2025 - PRESENT

Delivered full-cycle projects from 0 → 100%, brand identity to complete website development, working independently on branding, UI/UX and web design for international clients. Covering research, IA, prototyping, design systems and developer collaboration across WordPress and Webflow.

Savadeck / Designer Consultant (External Design Lead)

JAN 2020 - PRESENT

Designed an advanced fencing configurator reducing quoting time from ~3 hours to ~3 minutes.

Long-term design partner for brand identity, e-commerce UX/UI, product communication and custom digital tools, supporting sales/marketing teams and contributing to the brand's regional growth.

Studio Rebro / Co-founder & Web (UI&UX Designer)

MAY 2023 - MAY 2025

Led complex, tech-oriented design projects while collaborating directly with engineers and handling highly technical input.

Co-founded a boutique studio delivering branding and digital design for global tech clients, directing creative strategy and managing Webflow & WordPress workflows. Clients included HTEC Group, Coherent Solutions, BodyPass.ch, Deployed, Stephanie Coutas.

Alas / Co-founder & Web & Brand Designer

JAN 2020 - APR 2023

Led localization of digital presence for Realme and TCL, and supported Samsung with webshop setup and digital assets.

Co-founded the studio and directed design across branding, campaigns and UI/UX for major electronics and retail brands. Clients included Samsung, TCL, Realme, Roaming Electronics, Alpha Electronics and Hyundai WIA.

Futro Design Studio / Graphic & Brand Designer

JUN 2019 - JAN 2020

Mentored by renowned designer and professor Slavimir Stojanović Futro while working on brand identity, editorial layouts and visual communication, building strong foundations in craft and design discipline.

--- CONTACT DETAILS

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--- EDUCATION

Faculty of Applied Arts,
University of Arts (BA Graphic Design)
Belgrade, Serbia // Graduated 2019

--- SKILLS

Design: Brand Identity · UI/UX & Product Design · Interaction Design · Information Architecture · Wireframing & Prototyping · Design Systems · Visual Communication · Creative Direction · CRO & Web Optimization

Tools: Figma · Illustrator, Photoshop, InDesign · Webflow · WordPress · Elementor · Hotjar · Google Analytics · Miro · Notion · Jira · ClickUp

Technical Skills:

- HTML & CSS (working knowledge)
- Component-based UI thinking
- Dev handoff (specs, QA, assets)
- Responsive design & accessibility

Soft Skills:

- Strong communication
- Cross-functional collaboration
- Strategic problem solving
- Detail-oriented
- Self-managed & reliable
- Client-facing experience

--- SUMMARY

Digital designer with 7+ years of experience across branding, UI/UX, and web design. I tend to combine strategic design, product thinking, and conversion-focused UX to deliver clear and scalable digital experiences.