

Senior Product Designer — AI, Developer Tools & B2B SaaS

Prishtina, Kosovo · Remote · Open to Relocation

Senior Product Designer with 7+ years designing AI-powered products, developer tools and complex B2B SaaS platforms from discovery through production. I partner closely with founders, product and engineering teams to turn ambiguous problems into measurable product outcomes. Recent work spans LLM-powered engineering analytics, messaging infrastructure and AI-assisted design tooling — including a Figma plugin I independently designed, built and published. Contributed to products serving 100K+ users globally.

EXPERIENCE

Product Design Consultant

Remote · May 2026 – Present

Confidential Venture-Backed AI Infrastructure Startup

A messaging infrastructure platform providing programmable messaging across SMS, WhatsApp and RCS through a unified API.

- Sole design partner working directly with the founding team, owning key product surfaces across the developer console, self-service onboarding and dashboards.
- Developer APIs often fail silently. Designed end-to-end message observability, allowing developers to trace requests from API call through routing, fallback and delivery — transforming invisible failures into debuggable workflows.
- Shifted onboarding around the product's most important activation metric: time-to-first-message, removing unnecessary setup between signup and a successful integration.
- Partner with founders and engineers to balance technical constraints, developer experience and business priorities while rapidly iterating on product direction.

Senior Product Designer

Remote · Feb 2024 – May 2026

Ritech International AG

Lead and sole designer across multiple B2B SaaS products for global enterprise clients.

TechDebtGPT

- Led end-to-end product design for an AI-powered engineering analytics platform helping engineering leaders understand code health and technical debt.
- Partnered closely with engineering to determine not only what the AI model surfaced, but how confidence, uncertainty and recommendations should be communicated to users.
- Conducted product discovery, competitive research and post-beta customer interviews, translating findings into product improvements that increased customer satisfaction by 46%.

Advantage Solutions

- Co-led the redesign of an event management platform supporting field programs for Walmart, Target, Whole Foods and CVS.
- Identified onboarding as the primary bottleneck for feature discovery and redesigned the experience, increasing multi-feature adoption from 67% to 78% while improving usability by 18%.

TrackForce

- Sole designer for the NextGen security workforce mobile application, delivering the Runsheet scheduling workflow while balancing user needs with engineering constraints and contributing to a 10% increase in beta engagement.

Senior Product Designer

Remote · Jul 2021 – Feb 2024

Radix

Market analytics SaaS platform for the US multifamily property industry. Partnered directly with the CEO and Head of Product to shape priorities across three product lines.

- Customer interviews revealed analysts were exporting Radix data into spreadsheets to build investment models manually. Designed ProForma, closing this workflow gap and helping position it as a standalone paid product and new revenue stream.
- Facilitated cross-functional discovery workshops that redefined the dashboard experience into a customizable homepage, increasing engagement by 65% within the first month.
- Rebuilt the design system from the ground up — components, tokens and interaction patterns — creating a shared foundation that improved consistency across multiple products and streamlined collaboration between design and engineering.

Earlier Experience

2019 – 2021

- **XY Cyber** (Contract) — Designed an executive cybersecurity intelligence platform and Learning Management System, translating complex technical data into decision-ready experiences for business leaders.
- **dua.com** — Contributed to early product UX and mobile prototypes for a consumer matchmaking platform.
- **BeePro** (Beefree.io) — Designed 30+ production-ready email templates for the marketplace.
- **Freelance** (Proxify) — Delivered end-to-end web and mobile product design for international clients.

INDEPENDENT PRODUCT

Design Brain

[Figma Community ↗](#)

AI-powered design reviewer for Figma · Designed, built and published independently.

- Identified a gap in rapid, structured design critique for solo designers and small product teams.
- Built an AI-powered reviewer that evaluates UI across layout, spacing, typography, color and accessibility while generating prioritized, actionable recommendations.
- Took the product from concept to launch using Claude and Cursor, leading product definition, UX, interface design, implementation and release without an engineering team.

HOW I WORK

AI Product Design

Design AI experiences that communicate confidence, uncertainty and human oversight, informed by experience building LLM-powered products.

Rapid Product Prototyping

Transform ideas into interactive prototypes and working MVPs using Claude, Cursor and front-end development to validate product direction beyond static mockups.

Design-to-Code

Bridge design and engineering through HTML, CSS and JavaScript foundations, creating implementation-ready interactions and collaborating closely through production.

EDUCATION

MS — Computer Science & Engineering (Data Science & AI)

University for Business and Technology (Expected 2026)

BS — Computer Science (Mobile App Development)

Riinvest College (2022)

SKILLS

Product · Product Discovery · Product Strategy · Roadmap Collaboration · MVP Prioritization · Journey Mapping

Design · Interaction Design · Design Systems · Accessibility · Responsive Design · Advanced Figma

Technical · HTML · CSS · JavaScript · Framer · Webflow · Pendo · Hotjar · Google Analytics

Research · Customer Interviews · Usability Testing · Heuristic Evaluation · Competitive Research

AI · LLM Product Design · Human-in-the-Loop UX · AI-assisted Prototyping · Prompt Design · Figma Plugin Development