

EXPERIENCE

Product Designer

Insurance Auto Auctions (IAA), Chicago 02/20 - Present

- Collaborate with product, stakeholders, and development teams to understand problem space and feasibility issues;
- Conduct research, concept, and usability testing to discover pain points and validate potential solutions;
- Facilitate various workshops with cross-functional teams;
- Making paper sketching, wireframing, hi-fidelity mockups and prototypes for internal as well as external presentation and testing;
- Designing for different product touchpoints including web app, native apps, internal softwares;
- Working on B2B products, provider/sellers, operations, buyer facing apps;
- Working on establishing a global buyer platform (USA, Canada, and UK markets)
- Contribute to building design system and Sketch component library for various products.

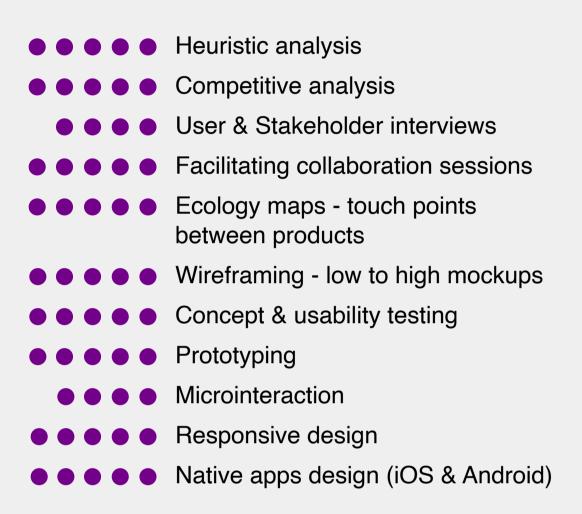
UI/UX designer - Consultant

Productive Edge, Chicago 05/18 - 02/20 natasatod.com natasa.todorovic0101@gmail.com linkedin.com/in/natasatod

EDUCATION

The John Naisbitt University Associate's Degree Banking and Financial Management 10/02–05/05

SKILLS



• Turned concepts and ideas into user flows, wireframes, and prototypes that lead to intuitive user experience;

- Tested and iterated designs using a user-centered design approach;
- Collaborated with project team members and business stakeholders;

• Prepared and presented rough drafts to internal teams and business stakeholders. Found creative ways to solve UX problems.

UI designer

Sears Holding Corporation, Chicago 11/17 - 05/18

- Worked on hi-fidelity mockups and prototypes for Sears and Kmart mobile applications;
- Created hi-fidelity mockups for leasing option project at the bottom of funnel;
- Redesigned Credit Card offer page;

• Reviewed Sears and Kmart websites on a daily basis and report bugs, broken links, and visual design inconsistency across the platforms.

UI/UX designer - Contractor

PayDatum, Chicago 07/17 - 04/20

- Worked on expanding mobile app features for G-Receipt;
- Made iterations on previously created screens based on stakeholders' requirements, and suggested solutions for a better user experience.



EXPERIENCE

UI designer **DESIGNATION**, Chicago 01/17 - 07/17

- Worked on a design team to deliver competitive analyses;
- Created low-high wireframes, conducted concept and usability testings, and presented design concepts to clients.
- Iterated on prototypes based on creative director and user feedback.

Worked for following clients:

- Fire Extinguisher is a company providing clients with fire code compliance solutions through a web-based platform. My role was to redesign their homepage, build out their "quote" process, and make a responsive website for their mobile platform.
- **G-Receipt** is a mobile app that allows users to link their purchases, search and edit receipts, and view receipt analytics within their G-Receipt account. My role was to create mid-high fidelity wireframes, develop their brand identity, and redesign their complete app.

Personal Banker

Komercijalna Banka, AD, Belgrade, Serbia 02/06 - 04/07

Worked on a large team in providing banking solutions to various clients. Tracked clients' financial accounts and helped them manage their money. Oversaw the business line of credit approval process for companies we worked with.

Sales Manager

Oculus DOO., Belgrade, Serbia 05/05 - 02/06

EDUCATION

The John Naisbitt University Associate's Degree **Banking and Financial Management** 10/02-05/05

SKILLS



General sales manager in the sales department for selling medically approved and stylish glasses.

Accountant

Slap, Cacak, Serbia 03/02 - 10/02

Work included preparation and examination of financial records.



Illustrator