

Lead Product Designer with **6 years** across product design and UX engineering, shaping complex B2C and B2B products in creator economy, AI, SaaS, fintech and Web3. A hands-on systems thinker who leads designers, owns core product experiences, and bridges product strategy, scalable design systems and React-oriented implementation.

■ experience

### SyncVault

Lead Product Designer  
Jul 2025 — Present

#### Creator Economy & UGC Platform

B2C

- Lead product design across a creator economy ecosystem spanning B2C creators, artists and fans, plus B2B enterprise products.
- Own core product experiences from discovery through delivery while collaborating closely with engineering and product.

#### Centurion

B2C & B2BENTERPRISE

- Designed enterprise intelligence products that transform creator data into actionable operational insights.
- Built scalable dashboards, workflows and reusable interaction patterns for high-density enterprise interfaces.

#### Ecosystem Design System & Leadership

- Lead and mentor designers while remaining deeply hands-on on core product features; collaborate directly with founders, product managers and engineers to shape product direction and execution.
- Led the evolution of a shared design system powering multiple products with consistent components, tokens and UX patterns.
- Contribute to a profitable multi-product portfolio generating multi-million annual revenue.

### Lisk

Product Designer  
May 2022 — May 2025 Berlin  
· Remote

#### Lisk Portal & Core Web3 Experiences

- Led design and launch of core Web3 experiences — staking, bridges, airdrops and L1-to-L2 migration — supporting 400K+ transactions and \$150M+ in asset transfers.
- Designed flagship products including Lisk Portal and the Lisk marketing website from concept through launch, owning user flows, IA, interaction design, visual execution and cross-functional handoff.

#### Product Systems & Frontend Bridge

- Built scalable design and component systems that strengthened cross-platform consistency and improved development efficiency by 25%.
- Bridged design and frontend implementation through React-oriented component architecture and shared libraries; influenced early product strategy and roadmap through workshops and cross-functional alignment.

### Norna AI

Product Designer  
Jan 2022 — Apr 2022 · Remote

- Redesigned the flagship AI fashion analytics platform — a more modern, intuitive experience that increased user engagement and session duration by 40%+.
- Built a unified design system and modular insight-first dashboard architecture, translating complex fashion, sustainability and consumer data into clear, actionable experiences.
- Collaborated with data scientists and engineers to simplify AI-driven analytics for retail and fashion-industry users.

### Axeltra

UX Engineer  
Jul 2021 — Jan 2022 Skopje

- Designed and developed scalable SaaS interfaces using Figma, React, Storybook and TailwindCSS combining UX practice with hands-on frontend implementation.
- Built reusable component systems with a strong focus on accessibility, maintainability and cross-platform consistency while collaborating directly with clients and engineering teams.

### Netcetera

UX Engineer Intern  
May 2021 — Jul 2021 Skopje

- Contributed to RiSIC, an AI fraud-detection product — building scalable UI components with React, Material UI and SCSS while designing Figma components, variants and high-fidelity prototypes.
- Worked through iterative design and development cycles alongside UX engineers, software engineers and product stakeholders.

■ experience

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|------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>Selected Independent Work</b><br>Contract engagements · 2022 — 2026 | <b>UX Pilot</b><br>Product Design Contractor<br>Short-term engagement for an AI-native UX/UI product design platform.    | <b>ether.fi</b><br>Product Design Contractor<br>Short-term product design engagement within a DeFi product ecosystem.         |
|                                                                        | <b>Streamflow</b><br>Product Design Contractor<br>Token distribution ecosystem — vesting, airdrops and staking products. | <b>Käpsele</b><br>Independent Product / Web Designer<br>Designed the marketing website for a German financial advisory brand. |
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|                                                                        |                                                                                                                          |                                                                                                                               |

■ capabilities

|                                                                            |                          |                               |                             |                        |
|----------------------------------------------------------------------------|--------------------------|-------------------------------|-----------------------------|------------------------|
| A hybrid practice across product design, systems and frontend engineering. | <b>PRODUCT DESIGN</b>    | <b>SYSTEMS &amp; DELIVERY</b> | <b>TOOLS &amp; FRONTEND</b> | <b>LEADERSHIP</b>      |
|                                                                            | Product Strategy         | Design Systems                | Figma                       | Design Leadership      |
|                                                                            | Discovery                | Design Tokens                 | FigJam                      | Mentorship             |
|                                                                            | UX Architecture          | Component Architecture        | Adobe Creative Suite        | Stakeholder Management |
|                                                                            | Interaction Design       | Cross-Platform                | HTML                        | Cross-Functional       |
|                                                                            | User Research            | Patterns                      | CSS / SCSS                  | Workshops              |
|                                                                            | Usability Testing        | System Governance             | TailwindCSS                 | Product Strategy       |
|                                                                            | Information Architecture | Developer Handoff             | JavaScript ES6+             | Alignment              |
|                                                                            | User Flows               | Responsive Design             | React                       | Engineering            |
|                                                                            | Rapid Prototyping        | Storybook                     | Git                         | Collaboration          |
|                                                                            | Accessibility            | Design-to-Code                | Material UI                 |                        |
|                                                                            |                          |                               | shadcn/ui                   |                        |

■ education

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|--------------------------------------------------------------------------------------------------------------------------|----------------------------------|-----------------------------------------|
| <b>University St. Kliment Ohridski</b><br>Computer Science & Communication Engineering<br>Bitola, North Macedonia · 2021 | <b>Selected Certifications</b>   |                                         |
|                                                                                                                          | Google                           | Foundations of UX Design                |
|                                                                                                                          | California Institute of the Arts | Visual Elements of UI Design            |
|                                                                                                                          | Independent                      | Advanced CSS & Sass                     |
|                                                                                                                          | Independent                      | JavaScript ES6+                         |
|                                                                                                                          | Independent                      | Frontend Development                    |
|                                                                                                                          | Independent                      | Ethereum Technology & Web3 Fundamentals |