

Branko Cicović

Senior Product Designer · Product Manager

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13 years shaping digital products across SaaS, fintech, and product-led platforms. Research-driven, systems-oriented, and AI-augmented in daily practice, with a focus on usability, craft, and measurable outcomes.

EXPERIENCE

Nov 2025 –
Present

ShopView / Senior Product Designer & Product Manager

Shop-management software for truck, trailer & heavy-duty service shops

- Shape and improve the UX of the live application while designing and building new features from scratch across multiple iterations.
- Work across design and product: prepare PRDs, write specs, and lead assigned feature squads (development teams) through implementation.
- Run an AI-augmented workflow: generative tools (Claude, Lovable, Midjourney) accelerate prototyping, content, and research synthesis, while I hold the line on quality and direction.

Dec 2024 –
Nov 2025

Connect The Dots / Senior Product Designer

Relationship-intelligence / warm-intro software

- Core-team product designer, owning design across three surfaces: the web app, mobile, and the Chrome extension.
- Led discovery through extensive competitor research and hands-on user testing: scheduling calls with customers, walking them through prototypes and new features, and turning their feedback into design decisions.
- Translated those insights into intuitive, iterative UI, partnering with cross-functional teams from concept to delivery.

Jun 2019 –
Sep 2024

Netiva / Senior UI/UX Designer

Swiss job-marketplace platforms

- Senior designer over five years, shaping UX and UI for industry-specific job marketplaces spanning automotive, medical, IT, agriculture, and more.
- Modernized and, in several cases, redesigned dated platforms from the ground up for clients including Jobscout24, Jobs.ch, SAEZ, Agrar Jobs, and Agropool, bringing them in line with current standards.

Jan 2017 –
Apr 2019

Playerhunter / Senior UI/UX Designer

- Sole product designer building the app from scratch at an early-stage startup, owning the full journey from wireframes to final UI and interactive prototypes.
- Designed end-to-end across three platforms (web, iOS, and Android), shipping at startup pace through rapid iteration.

Sep 2014 –
Dec 2016

Humanity Inc / Senior UI/UX Designer

- Core-team designer on Humanity, the next-generation rebuild of ShiftPlanning, a market-leading employee-scheduling product with a large existing customer base.
- Owned UI/UX for the web app within cross-functional teams, stepping in to support the mobile team when needed.
- Built and maintained the product's first style guide, an early app-wide design system kept as the single source of truth as the product evolved.

Feb 2013 –
Jul 2014

Digibonus / Junior UI/UX Designer

- Designed UI/UX for the company's platform for Facebook marketing campaigns and interactive quizzes.
- Drove the v2 modernization, introducing a flat-design visual language as the style was becoming a major trend.

FREELANCE & CONTRACT

Feb 2024 –
Dec 2024

Spotter / Senior Lead UI/UX Designer · Contract

US college-sports recruitment platform

- Lead designer building the entire experience from scratch (a responsive web app and marketing website) for a platform connecting international athletes with US college coaches.
- Designed the end-to-end product: giving athletes the visibility to earn scholarships, and coaches a smarter, direct path to discover and recruit talent.

Oct 2022 –
May 2023

Euronext / Senior UI/UX Designer · Contract

- UI/UX design for Company Webcast (now EngageStream), a high-end webcasting and webinar platform for corporate communications, investor relations, and virtual events.

Sep 2020 –
Feb 2021

SHS Viveon / Senior UI/UX Designer · Contract

- Improved UX and modernized the platform for SHS Viveon, enterprise credit-risk and compliance software used by CFOs and finance teams across 100+ companies.

Jan 2017 –
Dec 2017

Sourcepoint / Senior UI/UX Designer · Contract

- Delivered UI/UX design across a range of projects for Sourcepoint's US and Austrian clients, and designed the company website at the time.

SKILLS

Product Design

UX Design

UI Design

Design Systems

User Research

Prototyping

User Testing

Wireframing

Web Design

Interaction Design

Typography

Branding

Logo Design

AI-AUGMENTED DESIGN

Claude

Claude Code

ChatGPT

Midjourney

Nano Banana 2

Figma AI / Make

Lovable

Relume

TOOLS

Figma · Sketch · Adobe XD · Illustrator · Photoshop · Lightroom · Whimsical · Zeplin · Axure

EDUCATION

BA, Graphic Design
University of Singidunum,
School of Informatics & Computing,
Belgrade

LANGUAGES

English
Fluent · written & spoken
Serbian
Native

INTERESTS

Music · Photography · Travel · Fitness ·
Film · Games · Cars & Motorcycles ·
Coffee