

Matija Vojvodic

Product Design Lead · Product Systems Designer · UX Architecture

Designer with 8+ years across UX strategy, design systems, UI design and frontend development – specialising in clarity-first design for complex SaaS and AI products.

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WORK EXPERIENCE

Product Design Lead (Freelance) · Zenitech May 2026 – Present

- Leading product design for a complex AI-driven healthcare platform, balancing hands-on work across product strategy, UX architecture, and interface design with leading a team of 6 designers across multiple interconnected product areas.
- Bringing more clarity, consistency, and scalable systems thinking into workflows, interaction patterns, and collaboration between product, design, and engineering.

Senior Product Designer (Freelance) · Zenitech Feb 2026 – May 2026

- Focus areas: AI-assisted healthcare experiences, complex workflow and object modelling, IA and scalable UX systems, design systems, backend-informed UX, and cross-functional alignment.
- Working on a complex AI-driven healthcare platform, focusing on scalable UX systems, information architecture, and backend-informed product design.
- Collaborating closely with product managers, engineers, and designers to bring clarity and consistency across interconnected workflows, objects, and user states.

Founding Product Designer (Freelance) · AI Startup (Stealth) Jun 2025 – Present

- Defined the product architecture and object model, establishing the foundation for backend data structure and information architecture.
- Collaborated with the founding team to prioritise features and create clarity around UX direction and system logic.
- Designed the first MVP, conducted early quantitative user testing, and integrated insights into product flows.
- Developed scalable interaction patterns and documentation connecting design, engineering, and product workflows.

Principal Product Designer (Freelance) · Ostre Jul 2024 – Present

- Led the design and strategy of SaaS, AI-driven products – scalable UX systems, clarity in complex workflows, and alignment between design and engineering.
- Achieved 100% client satisfaction and reduced delivery time through structured process leadership and detailed documentation.
- Directed UX/UI and product design from concept to delivery, ensuring alignment with client goals, timelines, and strategic objectives.

Founding Product Designer (Full time) · Sweap Nov 2021 – Jul 2024

- Pioneered a comprehensive UI/UX overhaul as the founding designer – a 16% increase in user engagement and net dollar retention from 103% to 119% over two years.
- Contributed to a 26% ARR expansion through strategic design improvements and enhanced user experiences.
- Architected a handoff process across Figma, Confluence, and Jira, reducing turnaround times by 30%, and onboarded two designers and a project manager.
- Established and maintained the Sweap design system for scalability, consistency, and efficiency across all design work.

UX/UI Designer & Front-end Developer (Full time) · MATE Development GmbH May 2019 – Nov 2021

- Led the design of a simplified event creation process, cutting time-to-launch from over 60 minutes to under 10 – a 90% reduction – enabling 150 additional events annually.
- Designed a no-code website builder with reusable content, templates, styles, and modules for event registration pages, boosting customer retention by 16%.
- Led UX/UI and built virtual event platform during COVID-19, enabling 100+ clients to host events seamlessly.

UX/UI Designer & Front-end Developer (Freelance)

May 2018 – Jul 2019

- Built a global check-in ticketing system for Turnfest, one of the world's largest gymnastics events, supporting registration for 15,000+ attendees.
- Collaborated with engineers and scientists from CERN on a real-time interactive map for the Internal Displacement Monitoring Centre (IDMC), used by organisations like UNHCR and UNICEF.
- Partnered with SaaS startups on features supporting their core product – performance led to full-time offers from two startups.

LEADERSHIP & MENTORSHIP

UX/UI Design Mentor · ReDI School of Digital Integration

Oct 2023 – Present

- Guided design students through assignments and projects, encouraging exploration beyond initial requirements.
- Challenged designers to develop more comprehensive solutions and consider additional aspects of their problems.

Product Design Mentor · ADPList

Oct 2023 – Jul 2025

- Provided 1:1 mentorship to junior and mid-level designers – portfolio and project reviews, process improvement, and new projects to grow their skillsets.
- Awarded ADPList Elite status for outstanding contribution to mentees' career development.

AWARDS

ADPList Elite Mentor Award

2024

Recognised among the top 30% of mentors on ADPList.

Vaadin Collaboration Challenge Award

2023

Runner-up among 120+ applicants for an innovative collaborative project-management app.

Into Design Systems Hackathon

2022

2nd place – scalable design-system development and teamwork.

SKILLSET

DESIGN & UX

Object-Oriented UX (OOUX) Information architecture User-Centered Design Design Thinking Double Diamond User interviews Usability testing Prototyping Priority guides Scalable systems Variables & components AI design systems Documentation Developer handover

ENGINEERING & AI

HTML CSS / SCSS JavaScript React Vue Bootstrap Vaadin Git GitHub Terminal API integration ChatGPT Claude Code Lovable.dev Figma Make

TOOLS & COLLABORATION

Figma Framer Stakeholder management Cross-functional teamwork Retrospective facilitation Mentoring

EDUCATION & LANGUAGES

EDUCATION

Faculty of Organisation and Informatics, Varazdin Croatia

Information Technology in Business Application

Udacity

Advanced Frontend React Development Bootcamp · 2018

SPICED Academy, Berlin

Full Stack JavaScript Development Bootcamp · 2018

CareerFoundry, Berlin

UX/UI Design Bootcamp · 2018

LANGUAGES

English

Fluent (full working proficiency)

Croatian

Native

German

Intermediate