KRISTINA MILIC

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LINKEDIN
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SENIOR PRODUCT DESIGNER | UX STRATEGY | ECOMMERCE UX | CONVERSION-FOCUSED DESIGN | WEB & MOBILE

I am Product & UX/UI Designer with 10+ years of experience creating intuitive, high-performing digital products. My eCommerce background (Magento 2, Shopify) shaped my focus on user behaviour, clarity, conversion and accessibility.
I lead projects end-to-end, combining product thinking, research, usability testing and data-driven design. I've built scalable design systems, improved complex flows and integrated AI tools to speed up ideation and delivery. I care about creating experiences that are both beautiful and purposeful.

TOOLS

Figma	Elementor
FigJam	Illustrator
Sketch	Hotjar
Adobe XD	HTML / CSS (basic)
Photoshop	

SKILLS

User Experience (UX) Design

User Interface (UI) Design

B2B & B2C Industries

eCommerce Design

Wireframing & Prototyping

Usability Audits & Heuristic Evaluation

Information Architecture

Accessibility (ADA / WCAG Compliance)

Data-Driven Design

UX Research

Stakeholder Workshops & Rapid Iteration

AI-Assisted Design

Client Communication

Remote Teamwork

Mentorship & Feedback

Problem Solving

EDUCATION

Master's degree in Information Science
University of Josip Juraj Strossmayer, Croatia

JANUARY 2011 — JANUARY 2014

Bachelor's degree in Information Science,
University of Josip Juraj Strossmayer, Croatia

JANUARY 2008 — JANUARY 2011

EXPERIENCE

HUMAN ELEMENT | Remote, US
Product Designer, UX & UI | August 2022 - Present

- Simplified complex user journeys and flows, contributing to an +88% increase in add-to-cart and a +60% lift in conversion post-launch

- Owned and shaped the design strategy for eCommerce and web platforms, taking projects from initial research through UX/UI design, prototyping and final delivery to improve clarity, navigation and usability

- Built scalable design systems and reusable components to ensure consistency across multiple brands

- Conducted usability and heuristic audits using heatmaps, funnels and behavioural insights, and ran user testing to validate key assumptions

- Integrated AI tools for faster ideation, content clarity and exploration of alternative flows

- Delivered full WordPress/Elementor sites, including layout and components

SHERO COMMERCE | Remote, US
UX/UI Designer | August 2018 - August 2022

- Designed and optimised eCommerce and web application experiences, creating Magento 2, Shopify and BigCommerce interfaces and leading the full process from discovery and wireframing to UI, prototyping and handoff, while maintaining consistency through shared components and visual guidelines

Designer, Freelance | October 2016 - August 2018

- Delivered complete digital experiences for clients across industries, including mobile app interfaces, responsive websites, eCommerce flows and custom WordPress sites, taking full ownership of UX decisions and end-to-end execution.

INCHOO | Osijek, Croatia
UX/UI Designer | April 2015 - September 2016