Srdjan Knezevic



Senior Product Designer

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Portfolio: www.knele.com

Professional Summary

Senior Product Designer with 15+ years of experience designing digital products across SaaS, B2B platforms, AI and data-intensive applications. Experienced in product strategy, UX architecture, interaction design and scalable design systems, with a focus on simplifying complex workflows and delivering intuitive product experiences.

Core Skills

- **Product Design:** Product Design, UX/UI Design, Interaction Design, Product Strategy
- **UX Methods:** Information Architecture, Wireframing, Prototyping, UX Research
- **Product Systems:** Design Systems, Dashboard & Data Visualization
- **Domains:** SaaS / B2B Platforms, AI, Fintech, Crypto, Blockchain / Web3

Professional Experience

Product Designer, NxLog
Budapest, Hungary | 2022 – Present
Led UX and product design for a next-generation log management platform, defining information architecture and dashboard experiences for complex data workflows. Contributed to a full product redesign ahead of launch.

Senior Lead Designer, First Beat Media
Miami, USA | 2011 – 2022
Led end-to-end design of online dating products serving millions of users, shaping product strategy, optimizing user journeys, and building scalable design systems in close collaboration with product and engineering teams.

Product Designer (Contract), Asvin GmbH
Germany | 2019 – 2021
Designed user experiences for a cybersecurity SaaS platform, translating complex technical requirements into intuitive interfaces. Developed wireframes, prototypes, and UI designs to simplify security-related workflows and improve product usability. Collaborated with stakeholders and engineering teams to align user needs, technical requirements, and product objectives.

Product Designer (Contract), Siemens
Munich, Germany | 2020 – 2021
Designed a web-based conferencing platform during COVID restrictions, collaborating with stakeholders to rapidly define product direction and deliver a usable remote communication solution.

Product Designer, Itekako DOO
Belgrade, Serbia | 2013 – 2020
Worked as a lead product designer for a San Francisco startup from early concept through its first major angel investments.

Selected Achievements

- **Startup Weekend Winner:** Pick'n'Park, a marketplace connecting people with parking spots and garages. Startup Weekend 01, Serbia (August 2014).
- **Upwork Top Rated Plus:** Recognised among top freelancers on Upwork, with 40+ successfully delivered projects for international clients (2016 – Present).

Education

- **Architecture Studies:** Faculty of Technology, Novi Sad, Serbia | 2002 – 2012
- **Electrical Automation:** 'Nikola Tesla' High School, Serbia | 1998 – 2001