Daniel Zec

Senior Product Designer

Enterprise SaaS · Complex workflows · Design systems · AI-assisted build

Subotica, Serbia · Remote · EU citizen, no work permit needed in the EU

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PROFILE

10+ years designing B2B SaaS, enterprise platforms and complex workflows for teams in Sweden, Switzerland and the USA. Turns complex business rules, roles and data into clear, buildable products, from research and information architecture to UI and design systems. Also takes products from brief to live build with AI-assisted development (Claude, React, Supabase), checking every output against real data.

PROFESSIONAL EXPERIENCE

Freelance — Product Designer & AI-Assisted Builder — Apr 2026 – Present

Subotica, Serbia

Arka Sistem — pricing and quoting system for a PVC windows maker · client · arkasistem.com

- Fixed online prices that were 8–10% below real cost by turning three Excel price lists into one tested formula, matching all 1,566 prices after correcting 4 errors in the source files.
- Designed an internal calculator and quote tool for 4 user roles; pricing runs on the server, so costs and margins stay private, and quotes export to print and Excel.
- Ran two rounds of testing with staff and closed 9 of 12 round-two findings by the end of that day; found no competitor within 50 km offering online prices (25 reviewed).
- Cut image weight by 90% (23.6 MB → 2.2 MB) while moving the site off Bolt.new to React, TypeScript, Supabase and Cloudflare, in Serbian, Hungarian and English.

VodaBistra — water-filtration e-commerce for Serbia (formerly VodaNatura) · own venture · pre-launch

- Went from brief to a working shop in 11 days as sole designer and builder: catalogue, cart, checkout, order emails and an admin with two-factor login (Astro, React, Supabase, Claude).
- Turned research (16 competitors, a 126-product catalogue) and personas into two paths sharing one checkout: direct search and a guided filter finder, with all 426 answer paths tested.
- Spotted a price gap between entry and mid-range systems and filled it with a three-stage bundle built from the partner’s existing parts.
- Designed fulfilment around the partner (cash on delivery, made-to-order lead times, commission per order line), plus a token-based design system in Figma and Storybook with WCAG AA text contrast.

EVERTRUST — Senior Product Designer · Contract — Nov 2023 – Mar 2026

Remote · Stockholm, Sweden · concurrent with QUIPA

TrustView — enterprise privacy and compliance SaaS (GDPR, ISO 27001, NIS2, DORA, AI Act)

- Led the redesign of compliance assessments (V3 → V4) into a five-phase lifecycle (Setting up, Collect, Analysis, Review, Completed) with a three-step setup wizard.
- Separated analysis from reviewer approval and made finalisation a locked state, so every step has a clear owner and an official end point.
- Renamed respondent statuses after internal usability testing showed “Received” was misread (Not started → Pending, Received → Sent).
- Designed template management (sharing, versioning, read-only states) for 7 user roles and 3 company structures, plus the Smart Inventories configurator and navigation.
- Defined reusable patterns across modules, working with product and engineering in Jira and Confluence.

PROFESSIONAL EXPERIENCE (CONTINUED)

QUIPA — Senior Product Designer · Contract
Jun 2023 – Dec 2025

Remote · Atlanta, USA · concurrent with EVERTRUST

Workroom management SaaS — for drapery and upholstery workrooms

- Joined early and defined the product structure linking projects, materials, clients and suppliers.
- Mapped the cross-module workflows that turn these areas into one operational system.
- Designed the QuickBooks Online integration for invoice export and accounting sync.

Orion Innovation — Senior UI/UX Designer · Contract
Nov 2022 – May 2023

Belgrade, Serbia

Client: EY — Maestro, engagement management and reporting platform

- Designed engagement-status tracking and reporting across five modules: dashboard, clients, projects, people and status tracker.
- Simplified data flows from several internal systems so teams enter data once and reuse it in every report.

North American Medical Corporation — Senior UI/UX Designer · Freelance
May 2022 – Nov 2022

Remote · USA

IDD Therapy — Accu-SPINA spinal decompression system, used in 1,000+ clinics

- Redesigned the device's built-in interface that clinicians use to set up treatments and monitor sessions, within the hardware's constraints.

Integration Alpha — Senior UI/UX Designer
Aug 2016 – May 2022

Remote · Zurich, Switzerland

Product concepts, MVPs and platforms for early-stage startups, working directly with founders and engineers.

Fritsch — recycling container logistics

Cryptonomics — AI crypto trading dashboards

People-Analytix — workforce intelligence

stake.tribe — blockchain governance

Ferris AI — analytics and automation

Other work

Lekar Live — doctor app for Concordsoft: onboarding, 30+ screens, design system

Graphic design, print and web marketing — Biromarket (Lead Graphic Designer), BOMAX, Grafit

SKILLS

Product & UX	Product design, UX research, usability testing, personas, journey maps, IA, prototyping
UI & systems	UI design, design systems, tokens, data-heavy UI, configurators, role-based access, WCAG
Domains	Enterprise and B2B SaaS, compliance, operations, e-commerce, medical device HMI, AI, fintech
Design tools	Figma (variables, plugins), Storybook, Jira, Confluence, Adobe Creative Suite
AI & build	Claude, React, TypeScript, Tailwind, Supabase/PostgreSQL, Cloudflare, GitHub, technical SEO
Languages	Serbian, Hungarian, English

EDUCATION & CERTIFICATES

Academy of Art — Associate's degree, Design and Visual Communications

Google UX Design Certificate — 2022

Google Cloud: Generative AI, LLMs, Responsible AI — 2023

Udemy: Design Systems in Figma; Claude AI UI/UX Workflow