

Milica Sremcev

UX/UI Designer

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PROFILE

I am a UX/UI designer with expertise in Figma, wireframing, prototyping, and interaction design. With a background in performing arts and six years in customer service, I bring a unique blend of creativity, empathy, and problem-solving skills to my designs. My experience collaborating with cross-functional teams has equipped me to deliver intuitive, user-centered solutions that meet stakeholder goals. I am passionate about creating accessible and visually engaging designs while ensuring usability and scalability.

EDUCATION

BrainStation | Diploma, User Experience Design

SEP 2024 - DEC 2024, Miami FL

Megatrend University, Belgrade Serbia | Bachelors in Economics

OCT 2013 - JUL 2018, Belgrade Serbia

SKILLS

UX/UI Design (Figma, Sketch), User Research & Testing, Wireframing & Prototyping, Interaction & Visual Design, Responsive & Accessible Design (WCAG Compliance), Collaboration with Cross-Functional Teams, HTML, CSS (Basic Knowledge), Content Management (WordPress), CRM Tools (HubSpot, AirCal)

ACCOMPLISHMENTS

Ballet School Novi Sad, Serbia

SEP 2001- DEC 2005

Cultivated a strong sense of dedication, time management, and excellence.

PROJECTS

UX Designer | [Royal Caribbean Group X BrainStation](#)

October 2024, BRAINSTATION HACKATHON, [Link](#)

- Conducted user research to identify opportunities for amplifying the visibility of the Make a Wish Foundation partnership on the Royal Caribbean website.
- Collaborated with a team of three to create a high-fidelity prototype that enhanced user experience.
- Contributed insights and data - driven recommendations that aligned with stakeholder goals, improving website engagement and highlighting the Make-A-Wish partnership more effectively.

UX Designer | [Beauty Products Project - Bloom](#)

October 2024, BRAINSTATION CAPSTONE, [Link](#)

- Conducted in-depth user research, including interviews, to identify pain points and prioritize features that align with user needs and expectations.
- Designed and prototyped a user-centric beauty product management app focused on reducing waste and maximizing product usage.
- Delivered a high-fidelity prototype informed by user testing and iterative feedback, enhancing user experience.

UX Designer | [Miami City Ballet School Portal - Heuristic Evaluation](#)

October 2024, BRAINSTATION PROJECT, [Link](#)

- Conducted an effective heuristic evaluation of an existing digital product.
- Improved designs based on usability assessment and heuristic evaluation.
- Established design constraints of typography and color and incorporated UX patterns to build upon consistency and system standards.

EXPERIENCE

Assistant Manager & UX Designer | A la folie INC

DEC 2019 - Present, MIAMI, FL

- Managing essential guest services, resolving inquiries and issues promptly to enhance satisfaction and loyalty.
- Designing hospitality website, leveraging Figma and design best practices and building end-to-end functional site with optimal user experience.
- Utilized CRM tools to track interactions and improve customer engagement, driving retention and targeted marketing success.
- Streamlined administrative tasks like scheduling, invoicing, and processing to ensure seamless and efficient service.

Sales Development Representative | Factorial HR

DEC 2022 - MAY 2023, MIAMI, FL

- Elevated the sales process by streamlining client communications and utilizing CRM tools like HubSpot to maintain precise client records.
- Coordinated 30+ client interactions monthly, enhancing administrative efficiency and supporting key sales initiatives. Analyzed client feedback to identify pain points, providing actionable insights that informed process improvements and enhanced the customer experience.