



AMILA, MIRVIĆ

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Product & UX/UI Designer with Frontend Experience

Product, web and UX/UI designer with experience across digital banking, web platforms, e-commerce and interactive products. I combine user research, information architecture, UI design, prototyping, testing and frontend implementation to create experiences that work beyond the design file. My background in development allows me to collaborate closely with engineering teams and design with real technical constraints in mind.

WORK EXPERIENCE

ASA Banka d.d.
Oct 2024 – Present

Associate for Digital platform and online sales Development

Product Design · UX/UI · Digital Banking · Web

- Contributed to the end-to-end redesign of ASA Banka's mobile banking experience through competitive research, client survey analysis, information architecture, wireframing, UI design and Figma prototyping.
- Collaborated with internal stakeholders and external vendors throughout implementation, manual QA and iterative product improvements, including Dark Mode and new self-service and financial management features.
- Redesigned and developed corporate website using Figma, WordPress, ACF and custom PHP, improving navigation, accessibility, content structure and maintainability.
- Improved digital career and application journeys and contributed to CRM and digital sales initiatives.

Inoma d.o.o
Apr 2023 – June 2024

Web Assistant (E-commerce)

E-commerce UX · Web Operations · Automation

- Managed and improved a large e-commerce product experience, working closely with marketing on merchandising and campaign execution.
- Designed and implemented an automated product import workflow that reduced repetitive database maintenance and kept product data synchronized.
- Contributed to digital campaigns and website improvements associated with a 30% increase in online sales

Independent Practice
March 2021 – Present

Web Designer and Developer

Product, UX/UI & Web Designer / Developer

- Designed and delivered websites, learning platforms, e-commerce experiences and interactive applications for international NGOs and SMEs.
- Owned projects from requirements and information architecture through UI design, implementation, testing and launch.
- Worked across social impact, education, e-commerce and EU-funded projects with accessibility, multilingual content and diverse user groups.

Geek Design d.o.o
June 2021 – Sept 2021

Graphic Designer

Produced photo manipulations and retouched real estate imagery for agency clients, enhancing image quality, consistency and overall presentation for property.

FORMAL AND INFORMAL EDUCATION

Google/Coursera
2024-2025

UX Design Specialization

Through this program, I gained a strong understanding of the end-to-end UX design process, from user research and problem definition to wireframing, prototyping, and usability testing. I developed practical skills in creating user-centered solutions and learned how to transform insights into intuitive and effective digital experiences.

Meta/Coursera
2022-2023

Frontend Development Specialization

Through this online program, I mastered React and strengthened my existing frontend skills. I learned new approaches to user interface development and gained a valuable skill in organizing my time and learning pace

Adobe/Coursera
2025

Graphic Design Specialization

Through this program, I developed a strong foundation in graphic design principles, including layout, typography, and color theory, while gaining hands-on experience with Adobe tools and integrating AI into creative workflows.

IT Academy Sarajevo
2019-2020

Frontend JavaScript Development

In this program, I was introduced to frontend technologies and gained skills that I use daily in web development. In addition to technical knowledge, I also developed interpersonal skills that help me successfully overcome challenges at work.

Fifth Gymnasium
2016-2020

Highschool Diploma

SKILLS & TOOLS

Product & UX	UI & Design	Development	Interpersonal
- User Research - Competitive Analysis - Information Architecture - User Flows - Wireframing - Usability Testing	- Figma - Prototyping - Responsive UI - Design Systems - Adobe CC - Visual Design	- HTML and CSS (+Bootstrap) - JavaScript - React.JS - WordPress / ACF - PHP – working knowledge - WooCommerce - Manual QA - Accessibility - AI-assisted development workflows	- Proactive Problem Solving - Design Thinking - Fast Learning capabilities - Team and solo Player - Time Management - Prioritization - Creativity - Communication - Resourceful

LANGUAGES

Bosnian	English
Maternal	C1