AMILA MIRVIĆ

Product & UX/UI Designer | Web Design & Development

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UX/UI Designer with 5+ years of experience shaping digital experiences across banking, e-commerce, and web platforms. My background in web design and frontend development has given me a deep understanding of how digital products are built, while my focus on UX/UI design allows me to approach them from the user's perspective. I enjoy turning complex challenges into simple, intuitive experiences that not only look good but also serve a clear purpose. From redesigning digital banking experiences to improving e-commerce platforms and contributing to a 30% increase in online sales, my work brings together design thinking, technical understanding, and business impact.

PROFESSIONAL EXPERIENCE

ASA Banka d.d.
Oct 2024 - Present

Associate for Digital Platforms & Online Sales Development

Product Design · UX/UI · Digital Banking · Web

- Redesigned ASA Banka's corporate website in Figma and WordPress, improving navigation, content clarity and consistency across banking products.
- Developed custom WordPress solutions, including an OLX integration plugin and website accessibility features.
- Contributed to mobile banking redesign through user research and UX/UI design, improving usability and introducing features such as dark mode, self-service reactivation and financial management tools.
- Collaborated with stakeholders and development partners to translate requirements into digital improvements, supporting testing and quality assurance.
- Contributed to internet banking authentication redesign and ongoing digital platform improvements.
- Designed graphics for social media, CRM campaigns, and digital and print communications.

Inoma d.o,o
Apr 2023 - June 2024

Web Specialist in E-commerce

E-commerce UX · Web Operations · Automation · Graphic Design

- Improved e-commerce UX, product presentation and campaigns, contributing to a 30% increase in online sales.
- Worked with stakeholders on an automated product-import workflow, reducing manual maintenance and improving data consistency.
- Optimized product discoverability, organization and content across a large e-commerce catalog.
- Collaborated with marketing on digital campaigns, aligning commercial goals with content and visual communication.
- Created banners, promotional graphics and digital and print materials for campaigns and brand communication.

Independent Practice
March 2021 - Present

Product, UX/UI & Web Designer

Product Design · UX/UI · Web Design · Frontend Collaboration

- Designed and developed websites for international NGOs and SMEs, from initial analysis and concept to implementation and launch.
- Translated client needs into intuitive, visually engaging and functional digital experiences.
- Created brand identities, graphic materials and social media content, combining strategy, storytelling and visual communication.
- Collaborated directly with clients, refining solutions based on business goals and feedback.

Geek Design d.o.o
June - Sept 2021

Graphic Designer

- Produced and retouched real-estate imagery for agency clients, improving visual consistency and presentation quality.

CORE SKILLS

PRODUCT & UX

Product Design | UX Strategy | UX Research | Competitive Analysis | Information Architecture | User Flows | Wireframing | Interaction Design | Prototyping | Usability Testing

WEB & VISUAL DESIGN

Strategic Web Design | UI Design | Responsive Design | Visual Hierarchy | Design Systems | Typography | Color Theory & Psychology | Accessibility / WCAG | E-commerce UX | Conversion-focused Design

TECHNICAL & DELIVERY

Design-to-Development Handoff | Frontend Collaboration | HTML & CSS | JavaScript | React.js | WordPress and ACF | WooCommerce | Manual QA

TOOLS

Figma | Adobe Creative Cloud / Creative Suite | WordPress | Elementor | ACF | WooCommerce | Canva

EDUCATION & CERTIFICATIONS

Google / Coursera
2024–2025

Google UX Design Professional Certificate

User Research · Problem Definition · Wireframing · Prototyping · Usability Testing

Meta / Coursera
2022–2023

Meta Front-End Developer Professional Certificate

React · JavaScript · Component-based UI · Frontend Development

Adobe / Coursera
2025

Graphic Design Specialization

Layout · Typography · Color Theory · Adobe Creative Cloud · AI-assisted Workflows

ITAcademy Sarajevo
2019–2020

Frontend JavaScript Development

HTML · CSS · JavaScript · Responsive Interfaces · Web Development

ADDITIONAL INFORMATION

LANGUAGES

Bosnian: Native | English: C1

CERTIFICATES

mirvicamila.com