ANDREA MARKOVIĆ
PRODUCT DESIGNER

@ hello@andream.design
🌐 andream.design
in linkedin -/andreamarkovicdesigner

/ Product Designer with a UX foundation and 10+ years of diverse design experience. Currently leading end-to-end product design across enterprise and digital workplace tools, including AI integration, access flows, and internal platform tooling. Strong in design thinking, collaborative delivery, and aligning user and business goals.

EXPERIENCE

Senior Designer / Unicorn
Prague, CZ | 04/2024 – Present

- Led design for core features across Plus4U, a SaaS digital workplace platform facilitating communication and collaboration for individuals and organisations. used by 500,000+ users and 2,000 organisations globally.
- Presented design strategies and UX conventions to CEO and leadership team.
- Worked closely with project managers, dev teams, and leadership, including regular presentations to the CEO.
- Self-directed, proactively filled the product design role in the absence of one, ensuring feature logic and UX outcomes aligned.

AI integration B2B | AI | CHAT | DIGITAL WORKPLACE
Designed AI assistant from scratch through extensive research, incorporated AI into intricate product architecture to ease everyday tasks, complex operations, and collaboration through chat.

Access and identity management B2B | B2C
End-to-end redesign of login gate and sign-up workflows including edge case handling, role-based access, and child account creation.

Internal operations tooling B2B | DIGITAL WORKPLACE | ENTERPRISE
Delivered flows for key internal modules: permissions manager, tagging system, user wallet, activity detail view and local navigation helping users to move through internal tools and access key information. Contributed to platform-wide system thinking.

In-House design system METHODOLOGIES | COMPONENTS
Defined UX conventions and methodologies, and designed complex components for Unicorn's proprietary design system used across product teams.

Freelance Designer / Andrea M.
London, UK | 07/2020 - 12/2023

- Delivered end-to-end UX/product design for SMEs and startups, from research and concepts to dev-ready design packs and stakeholder reviews.

Designer & 3D Visualiser / Concorde BGW
London, UK | 03/2018 - 04/2023

- Lead & delivered projects across hospitality industry in UK, collaborated on brand strategy, crafted user journeys
- Collaborated on-site with contractors and clients, B2B projects

Lead architect / smAA
Prague, CZ | 01/2012 - 03/2018

- Co-lead family owned architectural studio with projects across Czechia
- End-to-end delivery of architectural projects, managment & on-site coordination

SKILLS

Design
- Design Thinking
- User flows
- Concept sketches
- Wireframes & Mockups
- User journey
- Responsive Web design
- Information Architecture
- Prototyping
- Autonomous problem-solving

Collaboration
- Cross-functional collaboration
- Proactive communication
- Design–dev handoff & implementation QA
- Feedback-driven teamwork
- Stakeholder alignment
- Iterative design process
- Design reviews & workshops
- Taking initiative in ambiguous contexts

Research
- Customer journey
- Usability testing
- On-site interviews

Software
Figma, Adobe PS, IL, ID, SketchUp, AutoCad

Languages
Proficient: English, Czech, Serbian/Croatian
Limited: Spanish, French

EDUCATION

Google UX Design / Coursera
04-11/2023

Master of Architecture / CTU - Prague, CZ
2009-2014, Prague, CZ

REFERENCES

Dominika Jansova /dominikajansova
IT Product Hub Manager at Unicorn

Erdem Ersoz /erdemersoz
Director of Cards at Tide | Ex-PayPal

Veronika Bedanova /veronika-bedanova
Product owner at Rohlik