

Employment or B2B Contractor via NeatPixel

Belgrade, Serbia · Remote (CET)

Nikola Petrović

Growth Product Designer

Product Design | Product Growth | A/B Testing | Conversion Optimisation | Analytics

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PROFILE

Senior product designer who finds and fixes where users drop off in SaaS, mobile apps and e-commerce. I own the whole loop: analytics and diagnosis, hypothesis, product and UX design, shipping with engineering, then measuring the result. 9+ years across design and front-end development, including leading a design team of 12 and co-founding Hilbert Space (now Bordi) and Nncord.

SELECTED RESULTS

- **The Lysts, onboarding:** cut signup from 8 steps to 3. New users reaching the home screen grew **36% month over month**, almost double the 20% target, and active users grew **13%**. Case study
- **Notion, knowledge base (at Cinnamon):** led the design team on a redesign for one Notion team against goals and target metrics set by Notion, validated with 2 A/B tests against the live version.
- **Protection Dogs Worldwide:** set up events, funnels and Microsoft Clarity, making the full journey from first visit to lead to customer visible for the first time.

EXPERIENCE

NeatPixel · Growth Product Designer — Jan 2023 – Present

Growth product consultancy for SaaS, mobile app and e-commerce teams

- **The Lysts** (social iOS and Android app), Product Design Consultant, May 2025 – May 2026: owned onboarding, navigation, core flows and analytics with the product team and engineers. Set up Amplitude tracking, built the design system and the Figma-to-Jira handoff process.
- **Boxara, Bival Dental, FeelSailing, Protection Dogs Worldwide:** conversion-focused websites and e-commerce with analytics and event tracking.

Tenscope · Senior Product Designer — Jun 2024 – May 2026

- **AIceberg** (enterprise platform for testing, monitoring and validating the security of AI agents), Jul 2024 – Feb 2026: embedded in the product team, designed every page, flow and dashboard iteration.
- Designed a visual workflow editor that connects customers' AI agents to internal business tools (including SAP), with security checks, approvals and consents built in.
- Planned and ran tests of dashboard iterations with clients together with the product owner; led design-to-development sync and handoff.

Cinnamon Agency · Product Designer, then Design Team Lead Jul 2021 – Jun 2024

- Joined as Product Designer in Jul 2021; promoted to Design Team Lead in Feb 2022.
- Developed the design-to-development handoff process with a few dev tech leads, adopted across the agency (150+ people).
- Managed a multidisciplinary design team of 12 working across multiple client projects; set up design processes, reviews and quality standards.
- Owned people management for the team: performance tracking against defined seniority levels, training and education plans, promotions to higher seniority, and team satisfaction.
- Led the Notion knowledge base redesign and helped win the scope; ran 2 A/B tests against the live version, then further iterations.
- Completed Cinnamon's internal leadership program for team leads.

Carts Guru · Product Design Consultant
E-commerce marketing automation SaaS

- Several years of redesigns and new features driven by user feedback.
- Designed automation flows (triggers, conditions, actions) for email and SMS campaigns, including cart recovery and win-back.

Hilbert Space (now Bordi) · Co-Founder, Product Designer 2016 – Dec 2023

- Co-founded Hilbert Space, later renamed Bordi; designed the eZOP product's complex B2B workflows, dashboards and reporting across several product iterations.
- Contributed to research, product planning and UX strategy.

Earlier roles 2015 – 2020

- **Nncord**, Co-Founder and Product Designer (Jun 2019 – Dec 2020): UX/UI, product planning, user testing and prototyping for an early-stage startup.
- **HackBelgrade**, Co-Founder, UI/UX Designer (Nov 2019 – Jun 2020) · **Belgrade Open School**, Web Programmer and Graphic Designer (2017 – 2019) · Freelance Front-End Web Developer (2015 – 2017)

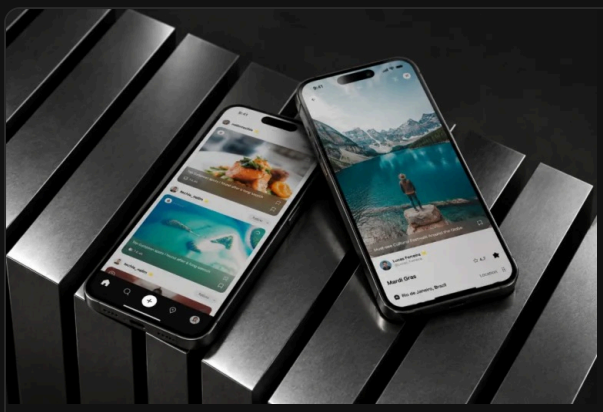
SKILLS AND TOOLS

- **Growth and analytics:** funnel and event analysis, tracking plans, experimentation and A/B testing, conversion optimization. Amplitude, Google Analytics, Google Tag Manager, Microsoft Clarity.
- **Product and design:** product strategy, discovery, user research and usability testing, onboarding and activation design, UX/UI, design systems, prototyping. Figma, Framer.
- **Build:** AI-assisted prototyping and delivery with Claude and Claude Code, front-end development, WordPress, WooCommerce, Shopify.

RECOGNITION, EDUCATION AND LANGUAGES

- NTI Award 2019, team finalist (6th of 140 ideas) · Google Launchpad 2019 (selected) · Lecturer, IT Winter Camp 2018 · Belgrade Open School alumni 2018 · Amplitude Academy training 2026
- Information Technology School (ITS), Belgrade · Bachelor, E-business Engineer, 2017
- Serbian (native) · English (fluent)

SELECTED WORK



The Lysts: I removed email and password signup

Consumer mobile app · Onboarding and activation

New users downloaded the app but never reached the moment it became useful. I replaced an 8-step onboarding with failing SMS codes by a 3-step flow, with a 20% target and a kill rule agreed before launch.

+36% new users reaching home, month over month · **+13%** active users

Read the case study →

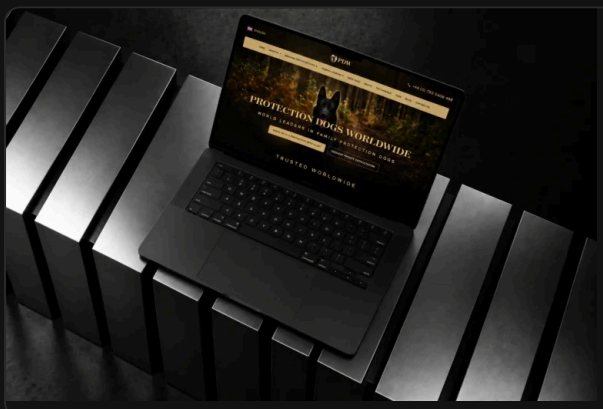


Alceberg: enterprise AI security platform

B2B SaaS · AI · Complex workflows

Almost two years designing every page, flow and dashboard of a platform for testing and monitoring AI agents, including a visual workflow editor with enterprise connectors, security checks and approvals.

View the project →



Protection Dogs Worldwide: finding out how visitors convert

E-commerce · Analytics implementation

The team had analytics installed but no view of how visitors became leads. I set up events, funnels and Microsoft Clarity so they could see the full path from first visit to customer and where people dropped off.

View the project →

More work and case studies: npetrovic.com/work