

# Admir Kurtović

Sr. Product Designer

[LinkedIn](#)

[admirkurtovic.com](mailto:admirkurtovic.com)

[hello@admirkurtovic.com](mailto:hello@admirkurtovic.com)

**Calendly**

## SKILLS

Product Design, Design Systems, Collaboration, Knowledge Sharing, Leadership, Technical Skills (HTML and CSS), Testing, Analytical Skills, Project Management and Continuous Learning.

## TOOLS

Figma, Framer, Storybook, Adobe Suite, Lottie, Whimsical, Strella, Miro, Google Tools, ChatGPT, Cursor and Claude AI.

## LANGUAGES

Bosnian (native)

English (advanced)

## EDUCATION

UX Design Institute Diploma in UX Design

## EXPERIENCE

2025 — Present

### Senior Product Designer

LawnGuru Remote

Leading end to end design across the customer marketplace, owning Order History, Order Detail, My Services and quote review flows.

Built a scalable Figma design system (variables, tokens, stat cards, drawers, lightbox) and translated key components into production React and HTML.

2024 — 2025

### Senior Product Designer

Social Explorer Sarajevo

Designed AARP's accessibility platform for older adults, turning complex datasets into intuitive interfaces (engagement +45%, support tickets -35%).

Built Signal Aviation, an AI powered platform analyzing demographics and regulatory data to help airlines identify high potential markets (3 major clients in launch phase).

Helped build and maintain the Social Explorer design system, reducing design to development handoff time.

2024 (6 mo)

### Senior Product Designer

Bloomteq (formerly Ankora Inc.) Sarajevo

Redesigned AQVC's portfolio tracking and opportunity evaluation flows (investor retention +40%); drove a 60% lift in sign ups via landing page motion design in Jitter.

2022 — 2024

### Product Designer

Ankora Inc. Sarajevo

Built design systems for Cloaksy and Elevate (consistency +50%, faster developer handoff).

Owned end to end design from research to UI on web and mobile, lifting task completion by 35% across Super Admin, Admin and General User roles.

2021 — 2022

### UX/UI Designer

EatApp Sarajevo • Dubai

Designed a social media booking flow for Instagram and Facebook (+55% direct bookings) and rebuilt the design system (implementation speed +45%).

Redesigned the restaurant floor plan with customizable layouts (client retention +30%, conversion +25%).

2019 — 2021

## **UX/UI Designer**

Ankora Inc. Sarajevo

Maintained the m.Doc Design System (accessibility +40%) across patient and provider interfaces.

Ran research and usability testing for the telemedicine platform (patient engagement +58%); shipped iOS, Android and web experiences that cut support inquiries by 35%.

2018 — 2019

## **UX/UI Designer**

Authority Partners Sarajevo

Customized Regus' design system for small business clients while keeping 100% brand integrity.

Led UX/UI for a smartphone based office access feature (employee convenience +60%); ran accessibility audits achieving WCAG AA compliance.