



Marko Krstić
Design Generalist

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Nationality: Swedish / Serbian

LANGUAGES

Serbian – Native

English – Fluent

Swedish – Basic

SKILLS

Product Design, Design Systems, Human-Centered Design (HCD), User Experience (UX), A/B Testing, User Interface (UI), Interaction Design, Wireframing, User Flows, Prototyping, Atomic Design, User Research, Microcopy, Quantitative and Qualitative Data Analysis, Design Thinking, Brand Design, Brand Positioning, Agile, Lean, Scrum, Kanban, HTML, CSS, Tailwind CSS, JavaScript, React, PHP, WordPress, CMS, Accessibility, MCP, LLMs

SOFTWARE

Figma, Principle, Visual Studio, GitHub, Illustrator, InDesign, Photoshop, Acrobat Pro, Framer, Jira

AWARDS

Web Designer Depot Feature (2022)

Nordic Awards (2020)

Nordic Awards (2019)

SUMMARY

Experienced in delivering award-winning design solutions for leading Swedish e-commerce and hospitality brands. Over 25 years of driving measurable business impact through design systems, UX architecture, and complex transactional experiences. Specialized in payment ecosystems, logistics platforms, and end-to-end customer journeys.

After 7 years at Scandic Hotels and 10+ years in Sweden, I took a 6-month career break to complete full-time Swedish language studies (SFI).



WORK EXPERIENCE:

LEAD UI DESIGNER. ART DIRECTOR. DESIGN SYSTEM MANAGER

Scandic Hotels AB (7 yrs)

Led the end-to-end **transformation of Scandic Hotels' digital experience**, design operations, and brand execution across platforms and markets.

Initiated the migration from Sketch to Figma, establishing a centralized, cloud-based design workflow that enabled real-time collaboration and full transparency across product and development teams.

Architected and scaled a comprehensive **design system built on tokens, components, and standardized UX patterns**. Initially deployed across web, iOS, and Android, the system was later extended to in-room TV interfaces, Wi-Fi portals, email marketing, and third-party integrations (such as meeting room booking and loyalty-based purchases). This reduced design and engineering **maintenance by 40% and accelerated rollout of features at scale**.

Directed the full rebranding of Scandic Hotels, introducing an accessibility-compliant color theory system and asset guidelines. Successfully coordinated implementation across **more than 40 creative agencies** in the Nordic region, resolving long-standing inconsistencies in brand execution. This initiative resulted in a **20% increase in brand trust**, as measured through customer insight and market research.

Led a high-impact A/B testing program in collaboration with Conversionista, using Google Analytics, Hotjar, and hypothesis-based experimentation to optimize key conversion flows. **Delivered over €2 million in revenue uplift within six months**.

Designed and launched a custom in-room TV application, replacing a third-party vendor solution and **generating €10 million in annual cost savings**.

Through mobile UX improvements and design system consistency, drove a **130% improvement in App Store rating (from 2.0 to 4.6)**, significantly enhancing customer satisfaction and brand perception.

Contributed to Scandic **winning two consecutive Nordic Awards for Best Hotel Website**, recognizing excellence in usability, accessibility, and digital brand experience.

- **Secured 2 consecutive Nordic awards** for Best Hotel Website
- **Drove 130% app rating improvement** (2.0 → 4.6 on App Store)
- **10M/year saved** by building in-room TV app
- **40% maintenance saved** by rolling out design system
- **€2M saved in 6 months** through A/B testing

UX DESIGNER. DESIGN SYSTEMS LEAD

Electrolux (2 yrs)

Invoicing & Payment System

Redesigned the internal invoicing and payment system while creating Electrolux's first design system.

Standardized fragmented UX components into a unified system, reducing complexity and cutting system load times to under one second.

Simplified implementation led to fewer components to build, enabling faster delivery and reducing the number of developers required — **contributing to €400K in annual savings**.

Logistics & Warehouse Management Platform

Led the design of a cloud-based logistics platform that replaced Excel-based workflows used for managing contracts and warehouse inventory.

Enabled real-time tracking of shipped, returned, and repaired appliances, and automated contract-based label generation.

The new system integrated directly with invoicing workflows and significantly improved operational efficiency — **achieving an 80% boost** in shipment speed and **generating €4M in monthly gains**.

Responsible for full product design lifecycle: stakeholder alignment, user research, prototyping, warehouse staff testing, and final delivery using the design system.

- **€400K annual value achieved** by improving invoice flows
- **€4M monthly gain with +80%** → Boosted shipment speed
- **20% faster app delivery** through design system foundation

LEAD DESIGNER

Accedo.tv (2 yrs)

Worked as Product Designer on a SaaS platform developed by Accedo.tv, enabling media companies to create white-label streaming applications with fully customized branding, layouts, and content — **deployed across 10 native platforms**.

Responsible for end-to-end design delivery, including user research, wireframing, prototyping, and building a cross-platform design system covering web, mobile, tablet, smart TVs, and set-top boxes.

Collaborated with presales and marketing teams to support strategic pitches, contributing to successful client acquisitions such as Discovery and Salomon.

Worked closely with a **team of 12 developers**, ensuring high-quality implementation and design consistency across all platforms. **The product generated \$40M in first-year** revenue post-launch.

- **\$40M first-year revenue** with B2B product launch
- **Discovery, Salomon secured** post-launch
- **10 native platforms supported** through delivered design system

CREATIVE DIRECTOR

Entypo.ch, latter rebranded as Pixels (11 yrs)

Led creative direction and UX design across award-winning campaigns and digital products for major Swiss and international brands.

Served as Creative Director and Art Director for high-impact promotional campaigns, including Swisscom Vivo, where interactive gamification strategies generated **over 3 million impressions**.

Directed digital campaigns for Yamaha and HTC, contributing to a combined **€2M boost in sales** through performance-driven creative strategy

Designed UX flows, wireframes, and prototypes for Helsana's mobile-first health microsite, growing **engagement to 150K monthly users**.

Redesigned key payment data flows for SIX Payment Services, resulting in a **60% improvement** in user comprehension through clear, visual storytelling and UX refinement.

- **3M+ impressions achieved** directing Swisscom Vivo campaigns
- **€2M sales boost** from Yamaha & HTC digital campaigns
- **150K monthly users** on Helsana's mobile-first health microsite
- **60% comprehension increase** transforming SIX Payment data visuals

LEAD DESIGNER

Razor Creative (2 yrs)

Led a design team of five in the creation and execution of national and regional marketing campaigns across environmental, FMCG, and nonprofit sectors.

Directed the visual and campaign design for Serbia's first nationwide recycling initiative, reaching over 500,000 citizens and supporting public environmental awareness.

Designed and delivered a gamified activation campaign for Jägermeister, attracting over 10,000 participants through interactive digital engagement.

Led the creative direction for high-visibility campaigns for Knorr and UNICEF, generating over €1 million in media value and strengthening brand presence within Serbia.

- **500K citizens reached** with Serbia's 1st recycling campaign
- **10K participants engaged** in Jägermeister "Time Game" activation
- **€1M+ media value generated** for Knorr & UNICEF campaigns

OPEN SOURCE AND COMMUNITY

PLUGINS DEVELOPMENT

Lead a team of five developers building WordPress and Figma plugins. Produce educational content focused on design systems and workflow optimization.

MENTORSHIP

- Open-source contributions and 100+ YouTube tutorials help developers implement design best practices.
- Creator of a Tailwind CSS course focused on WordPress integration.
- Creator of the *Gutenberg for Everyone* course, focused on end-to-end WordPress usage.

EDUCATION

Bachelor in Graphic Design

University for Applied Arts, Belgrade

LAST WORDS

If you came to the end — thank you for that. You are more than awesome.

There is much more than I can put into my CV than these three pages.

And if you're curious to know more, I'm always happy to chat and share my stories, experiences, and knowledge.

Thank you, and I hope to see you soon.

Marko Krstić