



# BLAGOJA RISTESKI

SENIOR PRODUCT DESIGNER  
B2B SaaS, Complex Platforms

## Summary

Senior Product Designer specialized in designing complex enterprise and B2B SaaS platforms. Over 8 years of experience working on data-heavy products, internal tools, and multi-role systems, with a strong focus on usability, scalability, and long-term product quality. Experienced in collaborating with distributed teams, navigating ambiguous requirements, and making design decisions in complex technical and organizational environments. Comfortable working closely with engineers and product leaders to align user experience with product strategy and business objectives.

## Experience

### Product DNA (Swiss company)

#### Senior Product Designer / UI/UX Designer

Nov 2022 – Present

- Working on a complex B2B SaaS platform focused on supply chain traceability, transparency, and risk management.
- Leading end-to-end design efforts across discovery, research, wireframing, prototyping, usability testing, and design handover for development.
- Collaborating closely with product managers, engineers, and stakeholders to translate complex business and regulatory requirements into clear, scalable user experiences.
- Designing and maintaining core product flows, dashboards, and data-heavy interfaces, with a strong focus on usability, consistency, and system thinking.
- Contributing to design decisions under technical and time constraints, balancing user needs, business goals, and development feasibility.

## UIX Labs

### UI/UX Designer

Mar 2020 – Jul 2022

- Designed responsive web and UX solutions for multiple client projects, working across different industries and business models.
- Conducted user research, competitive analysis, and audience exploration to inform design decisions and product direction.
- Created wireframes, prototypes, and high-fidelity UI designs aligned with user needs and business objectives.
- Collaborated with developers and marketing teams to ensure design consistency, usability, and successful implementation.
- Applied atomic design principles to build reusable and scalable design components.

## Upwork (Freelance)

### UI/UX Designer (Freelance)

May 2015 – Jun 2019

- Delivered user-centered web and mobile design solutions for international clients across e-commerce, service-based businesses, and early-stage SaaS products.
- Managed projects end-to-end, from client discovery and requirements gathering to design delivery and developer handover.
- Designed user flows, wireframes, and UI concepts focused on usability, conversion, and clarity.
- Worked directly with clients to translate business goals into practical, well-structured design solutions.

## Skills

### Product & UX Design

- End-to-end product design (discovery → delivery)
- User research & discovery (interviews, usability testing, insights synthesis)
- Information architecture & user flows
- Wireframing & prototyping (low to high fidelity)
- Data-heavy and complex UX design
- Accessibility & usability best practices
- Design systems & component-based design
- Iterative and evidence-based design

### Collaboration & Product Thinking

- Cross-functional collaboration (Product, Engineering, Stakeholders)
- Translating business and technical requirements into UX solutions
- Stakeholder communication & design rationale
- Working with constraints (technical, business, regulatory)
- Design handover & developer collaboration
- Remote and distributed team collaboration

### Tools

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Prototyping & collaboration tools
- A/B testing & design validation tools

## Others

### Languages

- English (Fluent)

### Contact

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### Certifications & Education

- Certified UX/UI Designer (EU-accredited) – Creative Hub
- Advanced UX & Product Design (Udemy)
- Responsive UX/UI & Design Systems (Udemy)