



WHO AM I?

Product and UX Designer with more than 4 years of experience.

I have good knowledge of interaction design.

Developer background gives me additional perspective on design in sense of what is possible and what not.

Specialised in product launches, communication platforms and mobile application design.

UROS

PRODUCT DESIGNER

SPECIALITIES

- User Experience Design
- User Interaction Design
- Communication
- Motion Design





medzapp

Role: UX/UI Designer & Developer

The image displays the medzapp application across two devices. On the left, a desktop browser window shows the web interface with a blue header bar containing icons for user profile, search, and navigation, along with a 'New appointment' button. Below the header, sections for 'Needs your attention', 'Today', and 'Upcoming' appointments are listed. Each appointment entry includes the patient's name, date, and a small circular status indicator. On the right, a smartphone screen shows the mobile app's 'Home' screen with a similar layout, featuring notifications for 'Dr. Frank Reich', 'Multiple doctors', and 'Praxis Dipl. Soz. Tanja Selbach', each with a small profile icon and a timestamp.

Reference

Description

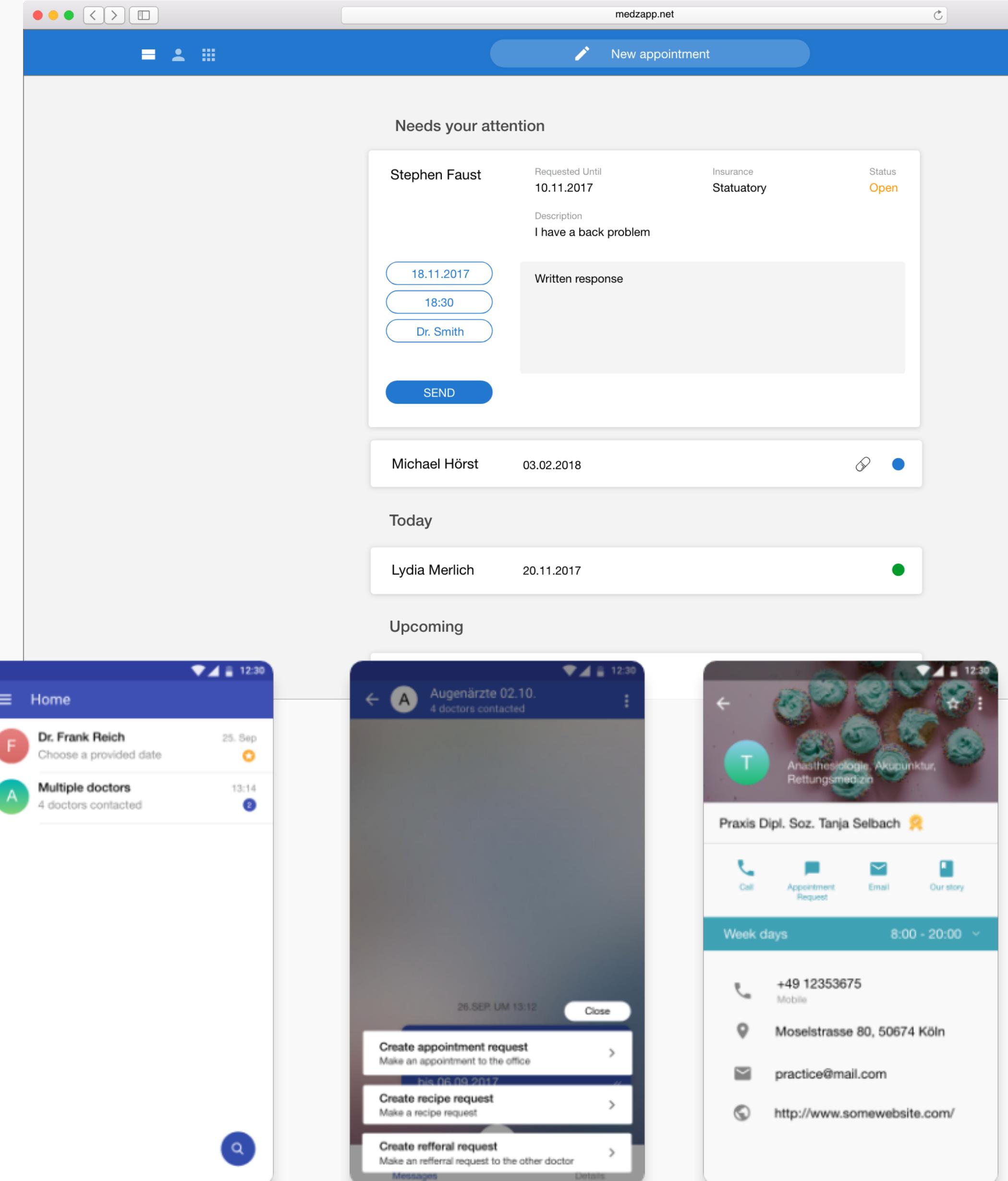
I worked on the medzapp web and mobile application to optimise the communication experience for patients and doctors. I also developed the branding (logo, business cards and posters)

My contribution

The goal was to developed and optimise the process of managing appointments. Patients can create an appointment request through the mobile application and doctor offices can manage those appointments through the web application.

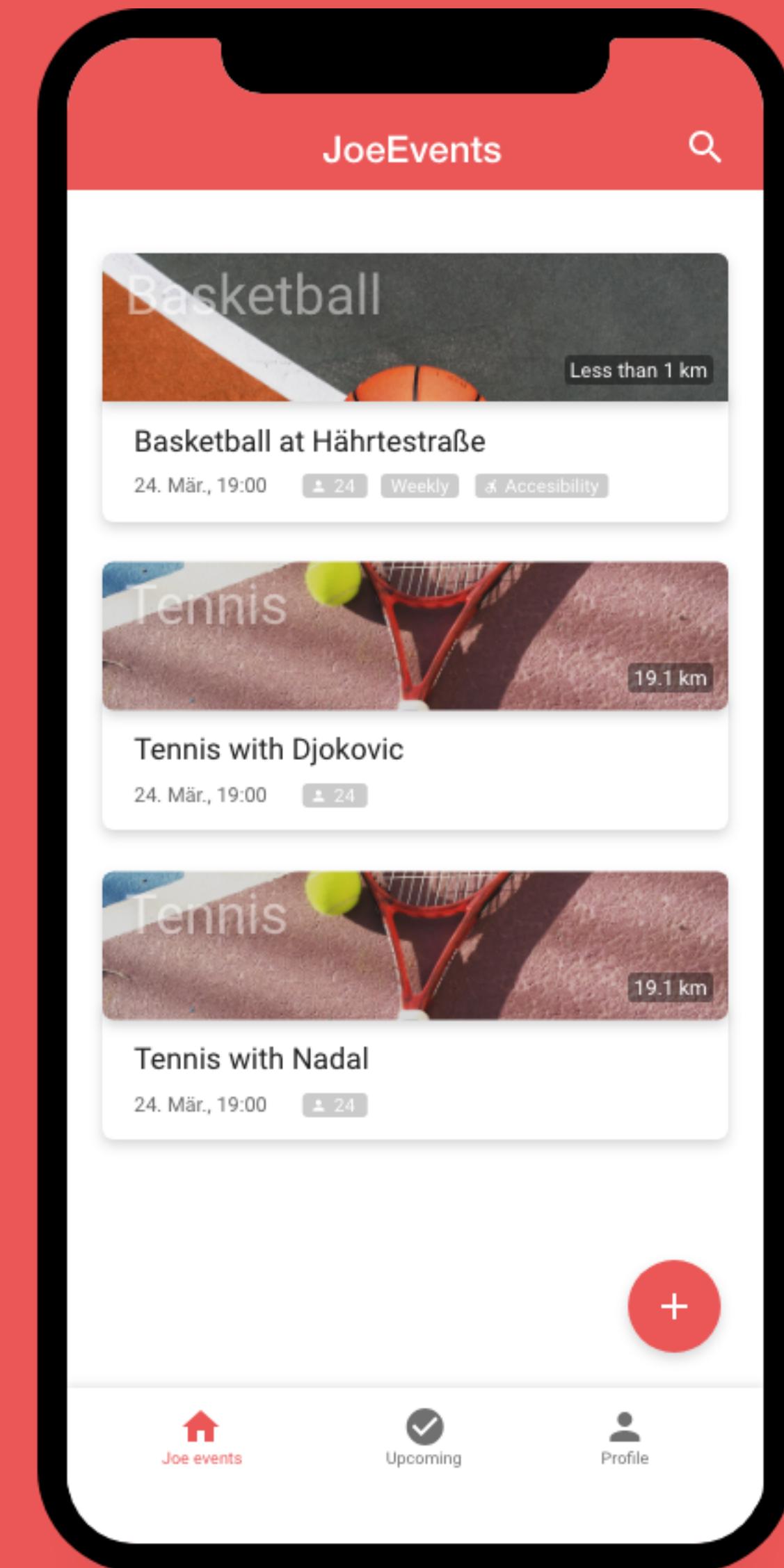
Design process

I reengineered the process from making an appointment through the patients request to the doctors confirmation. The purpose of this system is to improve and speed up the communication between doctor and the patient, and to minimise waiting time. The user can ask for different requests such as “recipe request” or “referral request” which doctor can easily distinguish on the platform by icons. I put a significant focus on simplicity to make the system easy to understand and not to overwhelm both doctor nor patient interfaces.



SportJoe

Role: Product Designer



Reference

Description

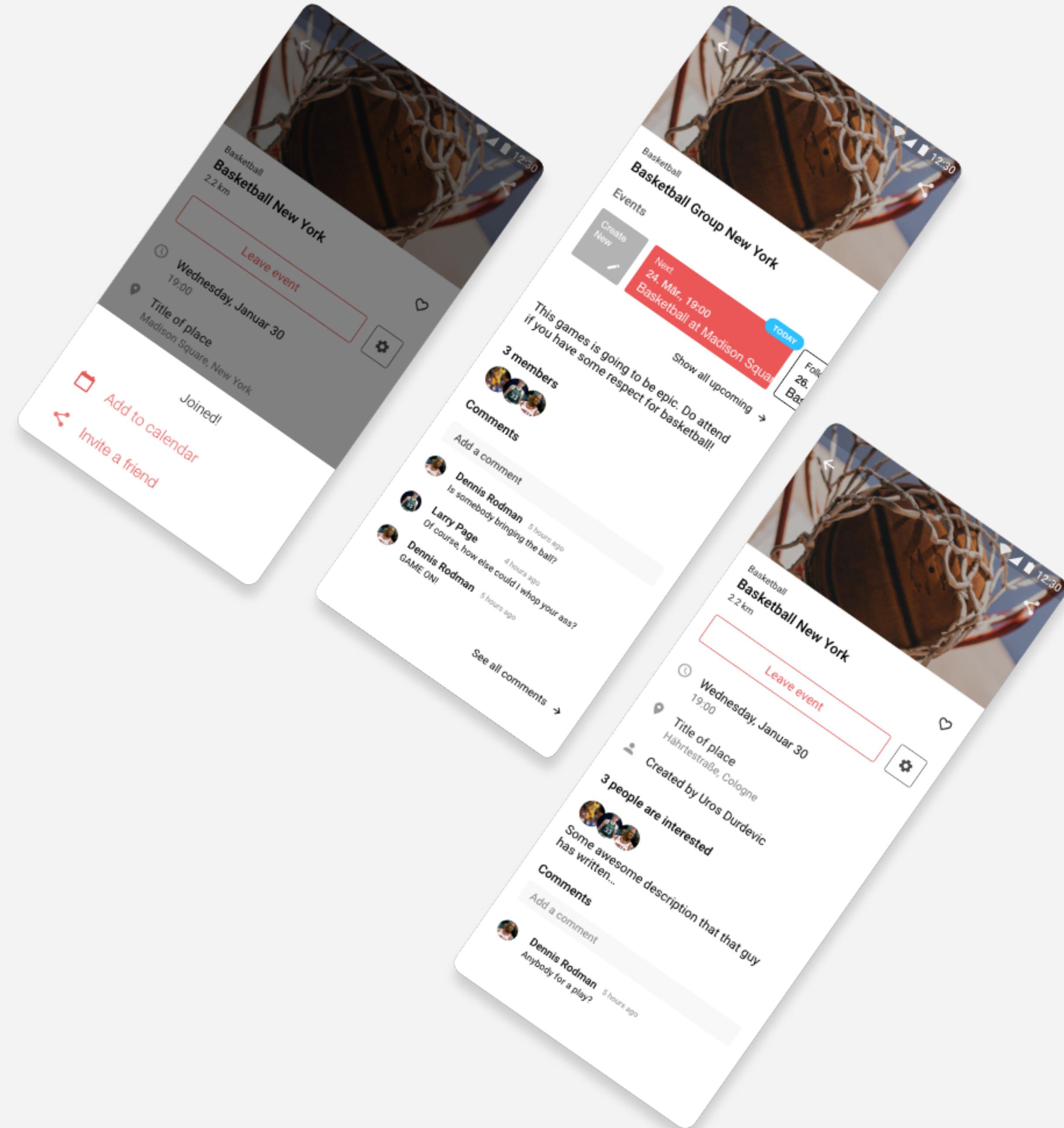
SportJoe is a social platform to find sport events in your surroundings. I created the design for the mobile application where users can find and manage the events.

My contribution

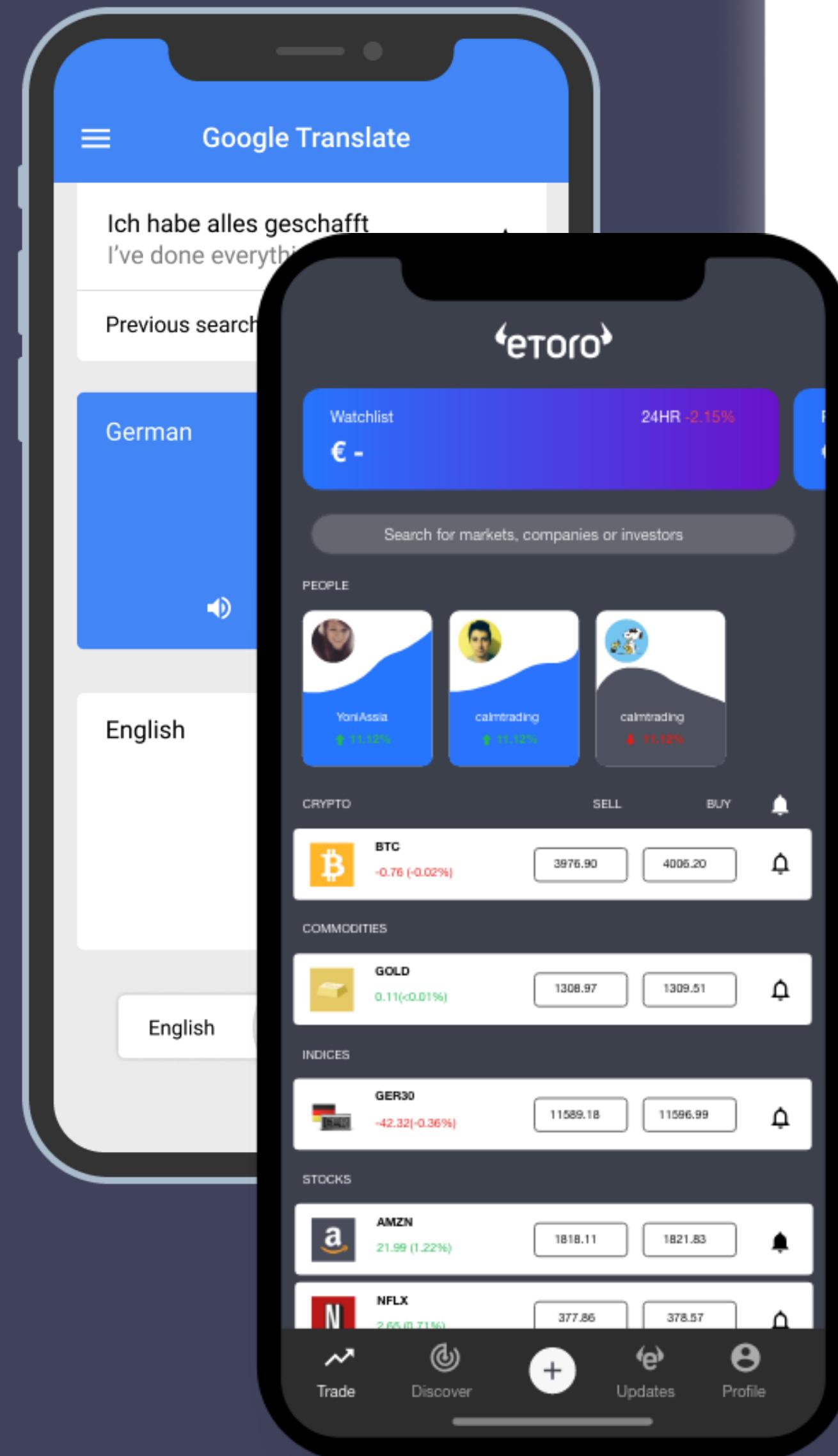
I developed the user journeys and designed the initial prototypes. After the initial user testing I created the mockups. The user can find the events nearby join them as well as comment within the event.

Design process

I started creating wireframe for a mobile device. After the customer's modifications and the users' comments, I designed the application model. I opted for a vivid touch of red that invokes on action. The idea was to engage the users in sport activities and meet new friends on the way.



Redesigns



Safari Mockup — Light Theme (MacOS Mojave)

Change language:

HomeLike

One step to book your apartment!

Your name: Uros Durdevic

Email:

Yes, I would like to be informed about trends, promotions & vouchers by e-mail. You can unsubscribe at any time.

Sign Up

OR

Sign up with Facebook

Sign up with Google

By clicking Sign Up, you agree to our [Privacy Policy](#) and [Terms of Use](#).

Already have an account? [Sign In](#)

Balduinstraße | 50676 Köln

Check-In: 02.02.2019
Check-Out: 01.05.2019
Guests:
Price: 2.547,06 €

We value trust!
Trusted landlords and cosy apartments

Do you need help?
Contact us via phone +49 221 988 611 88 or via email info@thehomelike.com

More than 50,000 apartments
Now offers every week

Outstanding
251 reviews on Trustpilot

VISA
AMERICAN EXPRESS
SOFORT
Miles & More

Reference

Description

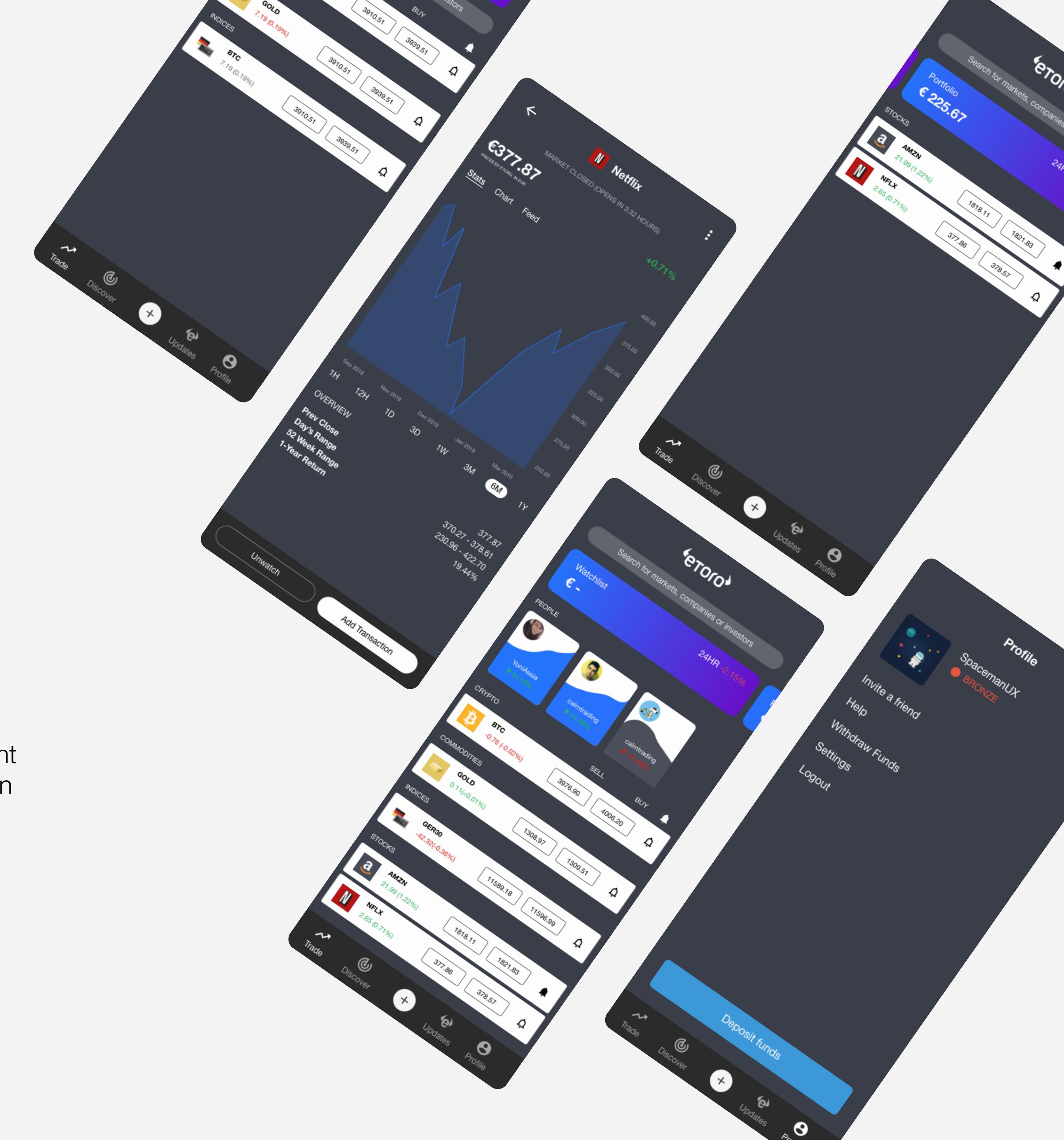
eToro is a social trading and multi asset brokerage platform. This was a solo mission to provide the best user experience for trading.

My contribution

I was aiming to create simple but familiar experience for the mobile end users. I kept an eye for user habits and tried to simplify the navigation process. The main goal was to speed up navigation through the mobile application.

Design process

I looked at it from the perspective of a highly active user. The main pain point on the mobile application is the navigation. I started restructuring the app on main components and started grouping them in meaningful collections. I ended up with Tab navigation for the overall app navigation, and a swipe action from the “Trade” page where with one swipe you can access your Portfolio, Watchlist or other custom made lists.



Reference

Description

Homelike is a platform for temporary renting apartments. I redesigned register page to increase customer conversion.

My contribution

The challenge of this project was to simplify the registration process and avoid the loss of potential customers. I reduced the number of elements and put a highlight on the most important parts of the page, such as action buttons and apartment card.

Design process

I decluttered the page of redundant elements and highlight the most important one without loosing the context. After a diagnosis, I determined what is the customers main his need and aim, so that it would be as straightforward and efficient as possible. I chose more vivid colours for a sober, more refined look.

The screenshot shows the Homelike website's registration page. At the top, there's a header with the Homelike logo and a language selection dropdown set to English. Below the header, a large green button says "One step to book your apartment!". Underneath it, there are input fields for "Your name" (containing "Uros Durdevic") and "Email". A checkbox for newsletter subscription is present, followed by a "Sign Up" button. Below this, there are "Sign up with Facebook" and "Sign up with Google" buttons. A note at the bottom states: "By clicking Sign Up, you agree to our [Privacy Policy](#) and [Terms of Use](#)." To the right of the registration form is a sidebar featuring an apartment listing for "Balduinstraße | 50676 Köln" with check-in on 02.02.2019 and check-out on 01.05.2019 for two guests at a price of 2.547,06 €. The sidebar also includes trust seals for "We value trust!", "Do you need help?", and "More than 50,000 apartments", and a Trustpilot rating of "Outstanding" with 251 reviews. At the bottom of the page, there are links for "Privacy policy" and "Terms and Conditions", and payment method icons for VISA, American Express, SOFORT, Miles & More, and SSL certified SECURE.

Reference

Description

I started using Google Translate service even more since I moved to Germany. The flaws were so obvious so I decided to provide a better experience. The goal of this mission was to provide a user better and faster translation capabilities.

My contribution

As always, the game was to stay in the “green zone” of the screen, thus I introduced a meaningful swipe actions. The less used actions were hidden, but highly used ones, such as input field, were always present.

Design process

Current Android version of Google Translate lacks the “green zone” of the screen. To elaborate, to switch the languages you need to reach out for it. I decided to put it on the bottom of the screen for easier access. The options such as picture, search or handwriting are moved and hidden at the bottom of the screen, but are easily accessible through a swipe up action anywhere on the screen. To see the previous translations, user swipes down anywhere on the screen. To provide more space but keep the functionality, the primary language input shrinks but does not disappear.

