



Aldin Andelija

Design Engineer with 8+ years, 4 of them in B2B SaaS. I design data-heavy web apps and mobile products end to end.

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Design skills

- Design Systems
- Product Design
- UX Research
- Accessibility
- Interaction Design
- Information Architecture

Tools

- Figma
- Framer
- FigJam
- Adobe CC
- Jira
- Linear
- Notion

Education

- ITAcademy by LINKgroup · Software Engineering (certificate)
- Secondary Technical School of Mechanical Engineering, Sarajevo · CAD Mechanical Technician

Languages

- Bosnian, native
- English, professional

WORK EXPERIENCE

2022 – Present

UI/UX Designer at MonetizeAd

- Lead a team of 3 designers: set priorities, review work and run twice-yearly performance reviews
- Built the company-wide design system, cutting design-to-dev handoff time by 20%
- Redesigned MonadPlug and MonadLead, improving usability by 50%
- Designed Tracker 2.0, the in-house ad tracking and campaign analytics platform, end to end
- Design for an ad-tech platform used by 10,000+ publishers and affiliates

2023 – Present

Product Designer at Dee.Ops

- Designed 5+ SaaS products end to end for international clients, from discovery to dev handoff
- Led the ASA Solo app redesign: document scanning, inspection booking, in-app payments and policy tracking
- Built design systems reused across 2 client products, so new projects start from tested components
- Also designed the myBIHAMK app concept, the Bosfor field sales app and brand, and the Dee.Ops brand and website

2018 – 2022

Graphic Designer at KM Trade d.o.o.

- Rebranded the visual identity across packaging, retail spaces and print
- Redesigned the company booth for IWA OutdoorClassics in Nuremberg
- Grew the social media following by 80% through content and campaigns

SELECTED WORK

Tracker 2.0 by MonetizeAd

- In-house ad tracking and campaign analytics platform, designed end to end

ASA Solo

- Car registration and insurance app: scan documents, book inspections, track policies and pay in-app

Pixelshift

- Digital signage platform: media, playlists, scheduling, devices. 12 flows, 127 screens

Watch Sphere

- Trading desk for watch dealers: prices, order book, deal chat, AI. 23 flows, 120 screens

Terra

- Land registry with a citizen portal and staff workstation. 6 flows, 47 screens

AutoPlac

- Used-car marketplace with a built-in CarVertical history check

Brand & identity

- Sarajevo Hair Mastery, Soland, Bosfor and Dee.Ops identities, plus Shugy packaging