

Halid Kasapović

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WORK EXPERIENCE

Signaloid

Sep. 2024 – Present

Product Team Lead | May 2025 – Present

Remote

Signaloid, a technology startup, specializes in cutting-edge computing solutions, catering to diverse industries such as finance, manufacturing, automotive, robotics, etc.

- Leading a cross-functional team with 4 members of software and hardware engineers for product experiences.
- Ensuring seamless experience across software, hardware, and documentation. Achieved increase of CSAT score to 85%.
- Defining product direction using customer-centric frameworks. Shaping core UX strategy and design.

Senior User Experience Designer | Sep. 2024 – May 2025

Remote

- Lead design and implementation of the new website.
- Developed innovative design concepts that align with user needs and business goals to elevate Signaloid Developer Platform user experience.
- Lead 8+ usability studies to gather insights and enhance the overall user engagement with the product.

GoodIP

May 2023 – May 2025

Senior User Experience Designer

Remote

GoodIP is a legal-tech startup focusing on intellectual property and design patents, serving clients across the tech and consumer goods industries.

- Designed an internal tool that significantly streamlined workflow and improved team collaboration. Reduced patent filing procedure error rate by 50%.
- Worked in cross-functional teams of 4 members to ensure implementation of website design.
- Worked with legal teams to ensure proper design patent filings for 5+ customers.

Bloomteq/AntColony

Jul. 2022 – Aug. 2024

User Experience Designer

Sarajevo, Bosnia and Herzegovina

Bloomteq, a 100+ team members company with \$5M+ in revenue, is a leading technology company specializing in innovative software solutions and AI solutions for various industries.

- Lead design implementation of a Farm management software. Increased employee productiveness by 50%.
- Managed multiple UX design projects, delivering high-quality B2B, B2C & B2G solutions for websites, web applications, mobile applications, and smartwatch applications.
- Conducted user research to inform design decisions, resulting in intuitive and engaging interfaces across various platforms, and completed usability testing.

Various Freelance roles

Jan. 2020 – Jul. 2023

User Experience Designer

Remote

Freelance User Experience roles for Series A and Series B startups in fintech, healthtech, and e-commerce sectors.

- Created Figma design systems and worked with engineers to implement in code, resulting in streamlined design workflows and improved collaboration. Achieved 20% reduction in feature implementation turnaround.
- Worked on 20+ projects including wireframes, prototypes, and user interfaces for web and mobile platforms, enhancing user engagement and satisfaction.
- Collaborated with cross-functional teams of 5-10 members, including developers and product managers, to integrate user experience seamlessly into final products.

EDUCATION

International University of Sarajevo

2019 – 2021

Master of Architecture Sarajevo, Bosnia and Herzegovina

CERTIFICATIONS, SKILLS, TECHNOLOGIES, LANGUAGES & INTERESTS

- **Certifications:** How to Create Powerful Learning Journeys; Design KPIs: From Insights to Impact; How to Create Complex Tables Users Love; How to Design for Frictionless UX; Design Patterns for AI UX; Games UX Foundations: Starter Edition; 21st Century Design with Don Norman; The Complete Web Developer Course
- **Skills:** Customer Journeys; UX Problem Identification; UX Design; UX Documentation; UX Writing; Google Analytics; Figma; Cloud Applications; Web Application Design; Graphical User Interface (GUI); WCAG Compliance; Critical Thinking
- **Technologies:** Figma; Hotjar; Maze; Google Analytics; Mixpanel; Posthog
- **Languages:** English; Bosnian/Croatian/Serbian
- **Interests:** Skiing; Movies; Leathercraft; History; Cars; F1