

Ivan Siljic

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PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years of experience shaping complex, mission-critical enterprise systems in the aviation industry. Led end-to-end UX initiatives across a 21-module SaaS ecosystem, modernizing legacy structures and establishing scalable interaction foundations.

Thrives in ambiguous problem spaces, challenging assumptions and aligning product decisions with long-term system coherence. Particularly motivated by evidence-driven environments, high-impact initiatives, and measurable product outcomes. Seeking to contribute as a high-level individual contributor within a mature product organization, collaborating with strong designers and engineering partners on complex strategic challenges.

CORE COMPETENCIES

Complex Systems & Enterprise UX
High-Impact Product Initiatives (0→1 & Modernization)
UX Architecture & Interaction Design

Evidence-Driven Product Discovery
Information Architecture & Navigation Design
Hypothesis-Driven Iteration & Validation

Scalable UI Foundations & Component Thinking
Professional & Mission-Critical User Environments
Deep Engineering Collaboration & Technical Fluency

PROFESSIONAL EXPERIENCE

Flightkeys GmbH

Senior Product Designer (Head of Design)
May 2021 – March 2026

- Owned end-to-end product design across a 21-module, mission-critical flight planning platform used by major global airlines
- Led large-scale UX modernization initiatives, transforming fragmented legacy interfaces into a unified, scalable system architecture
- Designed and launched a pilot-facing flight optimization application (EFB), conducting cockpit-based user research, observer flights, and iterative validation with professional pilots
- Challenged and redefined structural navigation paradigms across modules, significantly improving cross-system consistency and usability
- Established a scalable UI component system in close engineering partnership, ensuring implementation feasibility, consistency, and long-term maintainability
- Partnered closely with Product Owners and engineering to align UX decisions with long-term product strategy
- Thrived in ambiguous, high-stakes problem spaces by challenging assumptions, synthesizing stakeholder perspectives, and defining clear structural direction for complex product initiatives
- Actively evaluated and shaped high-impact backlog initiatives across domains, identifying systemic improvements beyond individual feature scope
- Provided functional guidance to a team of 13 engineers through hands-on implementation collaboration

findmyhome.at

Senior UX Designer

2019 – 2020

- Co-conceived and designed a new data-driven luxury real estate platform as a strategic extension of the company's core business model, collaborating closely with founders and engineering from discovery to first release
- Translated business objectives and high-end market positioning into structured user journeys, information architecture, and scalable interaction concepts
- Led UX concept development, balancing premium brand expectations with usability and performance requirements
- Designed high-fidelity UI and supported implementation through detailed specifications and iterative developer collaboration within an agile setup
- Contributed to early-stage product direction discussions, aligning user needs with commercial strategy

MANZ Publishing

Visual & Interaction Designer

2017 – 2019

- Conceptualized and designed interactive, gamified e-learning applications in close collaboration with editorial teams and executive stakeholders
- Defined user flows and interaction structures for complex educational content, translating dense subject matter into engaging digital experiences
- Developed motion-based explanations and interactive infographics to enhance comprehension and user engagement
- Contributed to cross-functional product discussions, aligning pedagogical objectives with technical feasibility

Freelance Designer

2017

- Delivered UX and web design projects for small and mid-sized clients
- Developed branding concepts, corporate videos, and communication materials
- Provided strategic input on digital presence and user experience optimization

EDUCATION & PROFESSIONAL DEVELOPMENT

Full Stack Web Development

CodeFactory, 2020

(Focus on JavaScript, TypeScript, Angular, PHP, Symfony)

Certified User Experience Professional (CPUX-F), 2019

UX & Media Design (Advanced Course)

2016–2017

State-Certified Graphic Designer

OfG, Germany, 2015

Media Science & Journalism (Studies)

University of Vienna, 1990–1993

TOOLS

Figma · Adobe XD · Prototyping Tools · Design Systems · Agile Workflows