

# JESSICA DORDEVIC

Product Designer

## PROFESSIONAL SUMMARY

Product Designer who builds, enables and ships: designing systems at scale, bridging design and engineering in code, and delivering AI-assisted prototypes informed by A/B testing, heatmaps, and user research across collaborative cross-functional teams.

## WORK HISTORY

### Product Designer

GDC Group, Gambling.com | 2024 – Present | 3-person design team within a cross-functional squad of ~15

- Expanded and organised the existing Figma design system with components and variables; built the admin panel design system from scratch, designing the full frontend for an in-house tool used across the organisation, adopted by design, product, editorial and commercial teams
- Independently owned the sign-in and sign-up flow end-to-end: designed the initial experience, then revisited it after data analysis identified friction points, implementing improvements that contributed to a measurable uplift in sign-up completion
- Introduced gamified reward mechanics that improved platform engagement and retention by 18%; designed A/B test variations for performance marketing pages, with winning designs adopted into production
- Reduced design team dependency by shipping production-ready HTML embed codes with every component, Confluence guidelines for all geos, and prompting guidelines for independent team use
- Leveraged AI and MCP tools daily across concurrent projects, producing link-ready prototypes with precise developer handoff; reviewed implementations post-build, resolving HTML and CSS issues to ensure pixel-perfect outcomes
- Designed campaign banners, email templates, and admin panel navigation improvements (breadcrumbs, collapsible menus, accessibility) deployed across all channels and geos

### UI/UX Designer

Empixa | 2021 – 2024

- Delivered end-to-end design for local Malta businesses: restaurants, real estate, boat rentals, and tech retailers, covering brand identity, UI/UX, and web presence
- Owned design decisions across projects, collaborating with designers, marketing, and developers to deliver cohesive solutions from concept to handoff
- Led a full brand build from scratch: identity, logo, UI/UX, and majority of the frontend; the business went on to generate strong bookings and positive reviews

### Salon Manager

Dean Gera Salons | 2013 – 2021 (prior career, included for leadership context)

- Progressed through roles over 8 years, earning promotion to Salon Manager within 3 years and holding the position for the final 5, leading a team of 10+ with full responsibility for operations, staff, and client experience
- Drove a 15% increase in repeat business and cut wait times by 20% through improved client experience and streamlined scheduling

## CONTACT

cioffijessica.djordjevic@gmail.com  
+356 77143459

[LinkedIn](#)

[Portfolio](#)

Malta

## SKILLS

Usability Testing  
Interaction Design  
Wireframing  
Prototyping  
Visual Design  
Responsive Design  
Design Systems  
User Research  
A/B Testing  
Journey Mapping  
Design Handoff  
Design Tokens  
Accessibility  
Component Architecture

## TOOLS

Figma  
Adobe XD  
Illustrator  
Photoshop  
Sketch  
HTML / CSS  
Claude AI / MCP  
Confluence  
Jira

## CERTIFICATIONS

Adobe – Graphic Designer Associate  
Adobe Certified in InDesign  
Adobe Certified in Photoshop  
Adobe Certified in Illustrator  
UX Design Essentials – Udemy  
Complete Web & Mobile Designer – Udemy

## EDUCATION

ICE Malta  
Graphic Designer Associate  
EQF Level 5 | 2021 – 2022