


Tatjana Atanasijević

PERSONAL DETAILS	
	BUSINESS Tatjana Atanasijević Head of User Experience Comtrade Savski Nasip 7, 11070 Beograd Serbia
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CAREER SUMMARY
Worked for more than 25 years as team leader, project manager, product designer, web and mobile developer, usability specialist, system architect, auditor and consultant, with strong background in user experience design, information architecture, interaction analysis and UI development, as well as management systems development and improvement.

HIGHLIGHTS
<ul style="list-style-type: none"> • Highly committed to quality and customer satisfaction. • Analytical in decomposition of systems and innovative in re-engineering or creating of new systems. • Well-organized, cooperative and communicative, with a high degree of initiative and motivation • Continuously trying to improve my knowledge and adopt new concepts/technologies. • Innovative and creative, always looking for cutting-edge customer solutions. • Able to work effectively under pressure in order to meet deadlines, but always and above all, try everything to be done correctly and on time.

TECHNICAL KNOWLEDGE & SKILLS	
Programming	HTML5, CSS3, Angular, Ionic, Bootstrap, JavaScript/jQuery, SASS, XML/XSL, DHTML/Ajax, Flash
Web Platforms	DotNetNuke, Moodle, Microsoft SharePoint, Joomla

Computer Graphics	UI/UX design, CG tools (AdobeXD, Pencil, Adobe Photoshop, Adobe Illustrator, Flash)
Databases	General DBMS and SQL, Microsoft SQL Server, MySQL, MongoDB
Software Technologies	Major scripting/web languages – HTML5, CSS3, Angular, Ionic, JavaScript/jQuery framework, cross-browser optimization (all major browsers).
Development	UX design processes and methodologies, UX analysis, information architecture, interaction design, prototyping, object-oriented analysis and design, object-oriented programming, software and web development, search engine optimization
General	Management Systems, Team Leadership, Project Management, writing and presentation skills, general IT knowledge, Gamification

EDUCATION & PROFESSIONAL TRAININGS	
Academic Education	1989. – Faculty of Mechanical Engineering, computer sciences department, University of Kragujevac, Serbia. Graduated on schedule. Final exam subject - Algorithms for solving of ordinary differential equations.
Trainings	Process Modelling, Process Management (and many others - please refer to the text below)
Certificates	ISMS Lead Auditor (IRCA Scheme), Quality Manager and Quality Auditor, EOQ (European Organization for Quality) Member of Harmonized Scheme, Environmental Management Auditor, EOQ Member of Harmonized Scheme, Process Auditor Automotive VDA 6.3 PVDA
Languages	Serbian – Native English – Active

PROFESSIONAL EXPERIENCE	
2013 - present	<p>COMTRADE</p> <p>Head of User Experience</p> <p>As the Head of UX Comtrade Digital Services (CDS), Tatjana leads the compelling and creative experiences that strike a balance between the consumers' intent and the business's needs. The CDS's UX plays the strategic role of aligning the product's roadmap with consumer/market needs, hereby, creating balanced and elegant product solutions amidst constraints in the product's technical framework.</p> <p>Therefore, the role of CDS's Head of UX is both a hands-on and strategic role that demands that its occupier have a solid background in the conceptualizing, designing, and creating first-class product experiences for the product's consumers.</p> <p>Although the core focus of the Head of UX is the facilitation of product experience creation, Tatjana also assists in the ground product marketing and product advocacy guiding the consumers through the product experience and leading them to all of the product's key usability points, hence, optimizing the consumers' experience as a whole.</p> <p>In brief, Tatjana:</p> <ul style="list-style-type: none"> • Work closely with strategy, and a full cross-functional team including product, marketing, sales, partners, customer success etc. assisting with a go to market plan • Work closely with UX designers, UI engineers, and software engineers to drive the ideation, planning, development and launch of new analytics capabilities

- Additionally, as a key spokesperson for CDS's experience rich solutions, she is engaged with customers, partners and internal teams.
- Create and deliver product training to enable services and support business development, and delivery teams
- Know Comtrade's customers, their challenges, and how they deal with those challenges today

As the Head of User Experience she is responsible for creating and maintaining a team of design and usability professionals, ensuring that product management and development is receiving the desired services and service levels, and setting the strategic vision for user centered design at the organization.

Key Job Responsibilities:

The UX team provides user research, interaction and visual design, and usability testing services to the business. To facilitate this, the Head of UX does the following:

- Develops, maintains, and continually improves processes for providing research needed during feature/product ideation and prioritization.
- Develops, maintains and continually improves processes for how designers and usability analysts engage with feature teams during feature/product development.
- Ensures that research, design and usability test roles are adequately resourced – UX
- Pre-sales engagement with deep understanding of front end development ecosystems, build and tool chains, frameworks and libraries, testing strategy and other early opportunity activities such as bid-response writing
- Ensures that UX staff is delivering high quality and timely research, design, and usability engineering services to product management and R&D.
- The Head of UX is also responsible for guiding staff and managers' professional development. This includes providing opportunities for training and education, and challenging UX staff to learn and apply skills and methods to help the organization achieve its goals.

Title Software Product Manager

In this role Tatjana was responsible for defining the strategy and roadmap for Comtrade Digital Service's (CDS) user/consumer oriented solutions through multiple innovative projects.

In this role she was working collaboratively with customers, strategy, product development, marketing, customer success, business development and R&D to develop and maintain a powerful customer solutions that will add customer value and retention.

Comtrade CDS leverage the most advanced technologies and work with leaders in many different fields to create the most impactful and meaningful technologies end user oriented.

Software product Management in Comtrade Digital Services is a unique, highly visible position with a broad scope: needed to be very hands-on, defining both market and product requirements while working directly with engineers to define and deliver solutions

Responsibilities:

- Drive the customer experience process
- Manage products through various launch phases and follow-on releases
- Interact with partners, customers and prospects to define market requirements, and translate these requirements into product requirement documents (PRDs) that the engineering team can deliver to, on time, and within budget
- Work closely with UX designers, UI engineers, and software engineers to drive the ideation, planning, development and launch of new analytics capabilities
- Collaborate with marketing to develop product collateral such as product descriptions, presentations, sales tools and technical white papers

Other responsibilities

- Project Manager for CT Cloud Concept project. The first phase - platform for education vertical - project goals and objectives, product roadmap, business canvas, UX analysis, User Stories with Task Analysis, and management of technical Feasibility study
- Product Manager and Project Manager of Comtrade mLearning product/mobile application and services, within platform for education vertical
- Product Manager and Project Manager of user engaging and gamified learning product/mobile application and services, within platform for education vertical

	<ul style="list-style-type: none"> • UX Concept and Organization (positioning UX in Comtrade Delivery process, UX related services to organization. Involvement of UX team in product development process. UX methodologies, Roles and responsibilities) • Head of UX / UX design planning, stuffing and monitoring for different clients/projects. • Senior UX Designer and UI developer /Comtrade product for hospitality vertical, web and mobile applications for consumers/users and backoffice for administration by tenant. Information architecture and interaction design as well as selection and implementation of advanced UI libraries.
2009–2013	<p>INFACTORY</p> <p>InFactory Agency (IFA) is boutique UX Agency : the core of IFA business model is focused to fulfill the peak of the market expectation toward software usability nowadays - user experience design has become an essential investment for any company with a digital presence.</p> <p>Chief experience officer (CXO)</p> <p>In the role of the Chief experience officer (CXO), she was responsible for the overall experience of an Agencies top clients products and services.</p> <p>She led team of experts and was responsible for curating and maintaining a holistic user-, business-, and technology-appropriate experience. Tatjana was accountable for planning, monitoring, reporting to clients and partners, quality and risk management, problem and change management, etc.</p> <p>Daily lifecycle implies close collaboration with product managers, business analysts, front-end developers, and business stakeholders on concept generation through final design. This includes collaborating on new design concepts and consulting with stakeholders on design enhancements. Responsibilities include making informed recommendations on design strategies and leveraging best practices</p> <p>Owner</p> <ul style="list-style-type: none"> • Company management, market research, proactively targeting new business, development and maintenance of business opportunities. • Understanding and analysing business processes on the side of customers and identify potential for optimization, with a feasibility study. • Leading teams in outsourcing software application development for a foreign partner, PHP, MySQL, JavaScript, Flash, HTML and CSS. Development of standards and organizational guidelines. Support for teams and control of the entire software development lifecycle. Continuous communication with the client throughout the process, performance analysis and optimization in order to improve cooperation. <p>Other Projects (beyond outsourcing) / personally performed:</p> <ul style="list-style-type: none"> • Mobile portal of Karisma Hotels and Resorts, GUI development and integration with booking service, DotNetNuke, (for CT ITSS) • GUI development and forms' design for electronic banking web application for Comtrade Slovenia. • GUI development and forms' design for ePorezi web application for Tax Administration, participation in project as a supplier for Comtrade ITSS. Skinning and visual formatting of SharePoint internal portal for Tax Administration for Asseco SEE. • Skinning and visual formatting SharePoint portal for Tax Administration (for CT ITSS), including GUI. • Skinning and visual formatting SharePoint portal for NTK conference in Slovenia, including GUI development (for Hermes SoftLab). • Skinning and visual formatting DotNetNuke portal for the Association of Serbian Banks (for CT ITSS). • Skinning and visual formatting DotNetNuke portal for the Serbian Chamber of Commerce (for CT ITSS). • Skinning and visual formatting DotNetNuke portal for the Synergy conference, Microsoft (for CT ITSS), three consecutive years - Synergy 5, Synergy 6 and Synergy 7. • Creating and maintaining a DotNetNuke portal Perla Tours Novi Sad and Semikem Sarajevo. • Maintenance of asp web portal Unior Components, Kragujevac.

2006-2009	<p>TIS</p> <p>Responsible for Software Product Management and governance of the SDLC related to the GUI rich software applications. Sometime act as a Software Architect and advisor in design, developing and deployment of the user interface in software applications.</p> <p>At this position main focus is to provide:</p> <ul style="list-style-type: none"> • Use Case Analysis or Usability Analysis (wire frame) • Mock-ups of key pages • Mock implementation of interface with HTML, CSS, and Java Script • Presentation Layer Implementation • Test <p>Project Manager</p> <ul style="list-style-type: none"> • Project management, as well as GUI design and visual formatting News apps for mobile cellular networks MojPlanet pilot for Mobile, Slovenia (as a supplier for Virtual Team). <p>SW Architect & Developer</p> <p>Architecture and design solutions as well as the development of a software GUI applications:</p> <ul style="list-style-type: none"> • Q: MIS - Management Information System for Quality Management System • S:O:L - Surveys On-Line solution. Developing and project management of solution for data collection and processing of mass data using mobile devices and the Internet, surveys by phone and "face-to-face" in many types of research and surveys for business processes. • MOB:I - Assets Inventory Solution. Analysing of processes and architecture design: Inventory by mobile devices on field, inventory by bar code scanners off-line, asset cards, inventory lists, reporting and allocation to monitor the status and user <p>Senior Web Designer</p> <ul style="list-style-type: none"> • DotNetNuke web portals – Bambi, Minel Trafo, Perla Tours Novi Sad, Filum Filološko umetnički fakultet Kragujevac, Agromarket Kragujevac, Spiridon Kragujevac... • TIS CMS web portals – Fresh&Co (today it is part of Coca Cola), Ishrana Smederevo, Plazma keks (first serbian portal for brand), Zdravi bili (lifestyle Bambi portal), Žitko Bačka Topola, Qualitass Education Kragujevac, Evrocet Beograd, Somborputevi Sombor, University Library of Kragujevac, Regional Bar Chamber in Kragujevac, Abako Kragujevac, Perale Kragujevac etc. <p>GUI designer and developer - Gaming</p> <p>Development of interfaces for games at ATM machines, from the specified requirements to fully open description, designing of a game elements, whole layout and animations. The project is carried out as part of Hermes SoftLab team (today Comtrade), for customer Bally Wulf.</p> <ul style="list-style-type: none"> • Hot Star - three wheel game • Triple Trouble - three wheel game • Kings Court (design of main character)
1997-today	<p>Quality Austria and Evrocet, certification of management systems</p> <p>She was working as part-time auditor for the leading ISO 9000 Certifications bodies in the SEE region: Evrocet and Quality Austria</p> <p>Scope of work - EOQ - Quality Austria:</p> <ul style="list-style-type: none"> • Quality Manager and Quality Auditor, EOQ (European Organization for Quality) Member of Charmonized Scheme • Environmental Management Auditor, EOQ Member of Charmonized Scheme • Process Auditor Automotive VDA 6.3 PvdA <p>Auditor</p> <ul style="list-style-type: none"> • Planning and execution of audits by an independent third party in management quality, in accordance with the range of ISO 9000 lead auditor, team leader status. Auditor for QMS, EMS and ISMS.

	<ul style="list-style-type: none"> • Reviewing business processes, gap analysis and identification of potential to improve process performance and overall system management. Special skills in diagnosis, determination of the factual situation, sampling, collecting evidence and determining variation in all processes of the organization/process model. • Use process modelling techniques in the analysis of process management, reviewing relations between processes, verification of the results, and the process of monitoring and improving performance.
1993-2006	<p>Evropa Jugoinspekt - Qualitass International</p> <p>Consulting, development of training packages, lecturer in public and in-house courses, the editor of a professional journal Compendium Kvaliteta, consultancy services development, application of new methods and process innovation at the customer companies, system architecture and software development for management systems.</p> <p>As a Editor of the Compendium Kvaliteta she was responsible for responsible for overseeing the content and quality of magazine publications and for ensuring that features are topical, contemporary, actual, and informative. In period between 1995 and 2002, over a five hundred articles published. distributed in over fifty issues.</p> <p>Software Architect</p> <ul style="list-style-type: none"> • Laboratory IS System Architect, Software Consultant, User Experience Consultant-Designer-Developer • Maintenance IS System Architect, Front End-Back End Designer-Developer, Software Consultant, User Experience Consultant-Designer-Developer • Quality Documentation Management System Front End-Back End Designer-Developer, Software Consultant, User Experience Consultant-Designer-Developer • Quality Costs Front End-Back End Designer-Developer, Software Consultant, User Experience Consultant-Designer-Developer • Hotel IS Front End-Back End Designer-Developer, Software Consultant, User Experience Consultant-Designer-Developer <p>Consultant and Trainer</p> <ul style="list-style-type: none"> • Consultant on numerous projects in the implementation of the Quality Management System in various companies from all economy branches (food processing, mechanical, institutes, printing ...). • Licensed Trainer of Quality Austria for training of Quality Manager and Auditor within international Harmonized Scheme of the European Organization for Quality (the first four generations of the QM auditors and managers in Serbia). • Author and performer of many public and in-house seminars in the field of quality management: Process Modelling, Process Management, Customer Satisfaction Measurement, Management by Objectives, Balanced Scorecards, Process Model and revision of the ISO 9000, Internal Audit, Statistical Methods in Process Control, etc. <p>Editor / Project Manager / Process Owner</p> <ul style="list-style-type: none"> • Editor of the Compendium of Quality, which included articles of distinguished experts published in the world's leading magazines for Quality Management • As Project Manager focused on high quality and on-time delivery, cost electivity and customer satisfaction. • As Process Owner, focused on increasing sales, consumer loyalty and spreading the culture of quality throughout all branches of the economy.
1989-1993	<p>Zastava Cars (today it is FIAT)</p> <p>Quality Engineer</p> <p>Development of software applications for Quality Assurance processes:</p>

	<ul style="list-style-type: none"> • SW for analysis of non-conformities Project task, specifications, architecture, development and implementation of software application for the analysis of non-conformities in Quality Management System (FoxBase). • SW for Statistical Process Control Project task, specifications, architecture, development and implementation of software application for the SPC - Statistical Process Control (Basic) - Control Charts, Histogram, Normal Distribution Diagram, Process Monitoring and Forecast.
LICENSES & CERTIFICATIONS	
	<p>Certified Scrum Product Owner Issuing authority Scrum Alliance Issued Mar 2015, Credential Identifier Credential ID 000307330</p> <p>Certified Scrum Master Issuing authority Scrum Alliance Issued Feb 2015, Credential Identifier Credential ID 000307330</p> <p>ISO/IEC 27001:2005 ISMS LEAD AUDITOR Issuing authority IRCA Issued Feb 2013, Credential Identifier Credential ID A17293</p> <p>Certified Quality Auditor (Auditor Qualitätsmanagementsysteme), EOQ Quality Lead Auditor Issuing authority Quality Austria Issued May 1998 Credential Identifier Credential ID A/98/0015/5</p> <p>Certified Quality Manager (Systemmanager Qualität) Issuing authority Quality Austria Center Issued Jan 1997, Credential Identifier Credential ID QM/97/0159/5</p>
References	
	<p>ResearchGate Books and articles https://www.researchgate.net/profile/Tatjana_Atanasijevic</p> <p>Google Scholar Books and articles https://scholar.google.com/citations?user=u7FAGt8AAAAJ&hl=en</p> <p>LinkedIn Business profile https://www.linkedin.com/in/tatjana-atanasijevic-358b273a/</p>

