

MISLAV HILC

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Skills and competencies:

Product & Analysis: Product Discovery, Business Analysis, Requirements Gathering, Competitor Analysis, User Story Mapping.

Technical Skills: HTML5, CSS3, JavaScript, Citizen Software Development (Low-code/No-code Architects).

Design & Documentation: Figma, Adobe Suite, Documentation writing, Wireframing, Information Architecture.

Professional experience:

June 2023 – January 2026

UX Designer, Katalyo d.o.o

- **Product Ownership & Strategy:** Contributed to the end-to-end lifecycle strategy of custom business applications, from initial requirement gathering to defining priorities and functional scope (**Backlog Management**).
- **Business Analysis:** Translated complex client business needs into precise technical specifications and interactive **no-code prototypes**, serving as a key liaison between stakeholders and the development team.
- **QA & Testing:** Conducted final functional testing on no-code platforms prior to delivery, ensuring all edge cases were addressed and that the application met agreed-upon specifications.
- **Iterative Development:** Managed the post-production feedback loop, analyzed operational issues, and coordinated the implementation of fixes and enhancements with developers.
- **Training & Onboarding:** Facilitated user training and prepared system documentation to ensure high adoption rates for new digital tools.
- **Design & Prototyping:** Acted as the Solo Product Designer for our proprietary platform, taking absolute ownership of the UX/UI architecture, core component libraries, and end-user application frameworks .

June 2022 – May 2023

Junior UX/UI Designer, Katalyo d.o.o

- **Design & Prototyping:** Created wireframes and visual solutions for client applications, focusing on **intuitiveness** and **user experience (UX)**.
- **Sales Enablement:** Developed functional prototypes on no-code platforms for sales presentations, helping clients visualize solutions prior to the full development phase.
- **Cross-functional Collaboration:** Participated in **product discovery** phases under the guidance of the Business Development Lead, learning to map user flows and identify key **user pain points**.
- **Asset Management:** Produced marketing collateral and visuals, optimizing the product's visual identity across various touchpoints.

Education and certification:

Product Management Program | Speck Academy | 2024

Front-end Developer Program | Algebra University College | 2023

Google UX Design Professional Certificate | Google via Coursera | 2022

BA in Comparative Literature | Faculty of Humanities and Social Sciences, University of Zagreb | 2017 – 2021

MA in Business Economics | Faculty of Economics and Business, University of Rijeka | **Ongoing**