

Ines Paric

Product Designer

About Me

Product Design graduate with experience designing user-centered digital products in both agency and e-commerce environments. Skilled in UX research, interaction design, prototyping, usability testing, and translating user insights into practical design solutions. Experienced collaborating with developers, product teams, and stakeholders on real-world features and experiments. Passionate about creating intuitive, visually engaging experiences that balance user needs with business goals.

Skills

UX & Product Design

UX Research, User Flows, Wireframing, Prototyping, Usability Testing, Interaction Design, Design Systems, A/B Testing, Competitor Analysis, Journey Mapping

Tools

Figma, Hotjar, Coframe, Jira, Notion, Miro, OMNI, Claude, Adobe Creative Suite

Front-end (Basics)

HTML, CSS, JavaScript, Responsive Design

Soft Skills

Collaboration, Communication, Problem Solving, Adaptability

Contact

+385 95 760 0796

ines.paric1@gmail.com

Dublin, Ireland

Languages

- Croatian (Native)
- English (C1)

Education

- Fontys University of Applied Sciences
ICT & Media Design - BSc / Netherlands Sep 2020 - July 2026
Specialization in Product Design and Digital Experiences
- Maynooth University
Erasmus Program / Dublin, Ireland Feb 2025 - June 2025
Modules in UX, Psychology, Spanish and Social Policy

Experience

- Product Designer
Otrium – Amsterdam, Netherlands Feb 2026 - Present
 - Conducted UX research and behavioral analysis using Hotjar, Coframe, OMNI, surveys, and usability testing.
 - Analyzed user behavior, current design performance, and competitor experiences to identify UX and conversion improvement opportunities.
 - Worked on A/B testing and experimentation initiatives focused on improving conversion, engagement, and product discovery.
 - Created wireframes, prototypes, and final UI designs in Figma for web and mobile experiences.
 - Contributed to design system improvements to support consistency and scalability across the platform.
 - Collaborated with product, engineering, and marketing teams throughout research, testing, and implementation.
- UX Design & Research Intern
Club Canary – Tenerife, Spain Sep 2024 - Feb 2025
 - Researched customer behavior through interviews, surveys, journey mapping, and usability testing.
 - Redesigned upsell booking flows to improve usability, mobile responsiveness, and user engagement.
 - Created wireframes and prototypes in Figma based on UX findings and stakeholder feedback.
 - Assisted with front-end implementation
 - Collaborated directly with company leadership throughout research, design, and testing phases.

Projects

- Sensory Map Application (Project)
Fonys HRM & Applied Psychology - Eindhoven, Netherlands Sep 2023 - Feb 2024
 - Initiated, researched, and designed a mobile app supporting individuals with autism in navigating sensory-friendly routes on campus.
 - Project made for Fontys Psychology Department and continued for further development after handoff.
 - Presented at Fontys Market Day as a featured student innovation project.