

Alexander Krstović

Product Designer

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Surrey, British Columbia

Product Designer | UX Research | Interaction Design | Design Systems | Mobile & Web Applications

EXPERIENCE

Product Designer / Freelance (alongside BA at SFU)

MARCH 2022 - PRESENT

- Design websites and digital products for small businesses, from discovery through implementation in Webflow, with a focus on usability, accessibility, performance, and SEO.
- Create visual identities and branding assets that support cohesive user experiences.
- Prototype front-end solutions using Claude Code and support HTML, CSS, and JavaScript implementation.

User Experience Lead / FrogPlum Solutions Inc

Product design startup that grew into an incubator running multiple concurrent SaaS products.
JANUARY 2018 - DECEMBER 2021 / VANCOUVER, BC, CANADA · ON-SITE

Led the design of digital products from discovery through implementation, collaborating with product managers, developers, and stakeholders to deliver user-centered web and mobile experiences.

- Defined product strategy through competitive analysis, stakeholder workshops, user research, personas, and information architecture.
- Designed end-to-end user experiences, including user flows, wireframes, interactive prototypes, and high-fidelity interfaces for web and mobile applications.
- Built scalable design systems, reusable UI components, and accessibility standards to improve consistency across products.
- Conducted usability testing and behavioral analysis using Hotjar, FullStory, Google Analytics, and A/B testing to validate design decisions.
- Collaborated with cross-functional Agile teams throughout the product lifecycle, ensuring accurate developer handoff with Figma Dev Mode.
- Mentored designers, led design critiques, and established UX best practices across the team.

FEATURED PROJECTS

XShield Tints

Repositioning a Local Business
Product Designer & Researcher, Freelance
2025 – Present (ongoing)

- Repositioned a Surrey tinting company beyond automotive into the residential and commercial markets; sales increased with the expansion.
- Grounded the work in ethnographic research with two days of field observation, interviews with five clients, and a participatory design workshop with the business owner.
- Ran a regional brand competitive analysis, designed three brand directions, and delivered the full rebrand and a live CMS-based website.

Mipathia

Digital Immigration Platform
Product Lead, UX/UI Designer & Researcher
FrogPlum Solutions Inc. 2019 - 2021

- Designed a platform helping new immigrants find reputable lawyers and consultants and avoid scams; in production for over two years with continuous updates.
- Led the end-to-end design process: discovery, competitive analysis, user research, information architecture, wireframing, prototyping, and high-fidelity UI.
- Developed a scalable design system with reusable components, typography, color standards, and interaction patterns across desktop, tablet, and mobile.

Flow

Beacon-Based Indoor Navigation System
UX Designer & Researcher
Simon Fraser University 2026

- Addressed an accessibility gap in building infrastructure: KONE destination elevators rely on touch screens, which are inaccessible to blind and partially sighted users.
- Conceptualized the system architecture connecting BLE beacons, a mobile app, and the KONE destination elevator API into one continuous, hands-free experience.
- Designed a non-visual interaction model using audio prompts and a haptic pulse language for indoor wayfinding, grounded in peer-reviewed accessibility research.

Zealty.ca

Real Estate Platform
Comparative UX Evaluation – Zealty vs. REW
UX Researcher
Simon Fraser University 2025

- Conducted comparative usability testing using task-based usability testing, System Usability Scale (SUS), and user interviews.
- Analyzed task completion, error rates, and participant feedback to identify usability issues and develop evidence-based design recommendations.

SKILLS

Design

Product Design
UX Research
UI Design
Interaction Design
Design Systems

Research

User Testing
Competitive Analysis
Personas
A/B Testing
Information Architecture

Methodologies

Agile & Lean UX
Design Thinking

Tools

Figma
ProtoPie
Webflow
Hotjar
FullStory
HTML/CSS / Javascript
Basic Python
Claude Code (AI-assisted development)

EDUCATION

Simon Fraser University

Bachelor of Arts, Interactive Arts and Technology
Concentration: Interaction Design
FEB 2023 - JUN 2026 SURREY/BC