



Jovan Jovanoski

Senior Product Designer

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SUMMARY

Senior product designer with 5+ years of experience shipping complex SaaS and platform software end-to-end. Created and owned three full design systems across three companies, each more mature than the last. Comfortable owning product surfaces where workflow complexity and data density are the core design challenge — admin panels, rule engines, operational dashboards, and multi-step configuration flows. Work ranges from solo founding-designer roles at startups to embedded product design on cross-functional teams. Regularly mentor and train other designers on design system adoption, component usage, and handoff standards.

EXPERIENCE

Product Designer · Events.com

Nov 2024 – Present

La Jolla, California, United States · Remote

- Owned the end-to-end redesign of the Complimentary Tickets feature, replacing a side-modal flow with a three-step wizard for recipient selection, ticket configuration, and per-item assignment — **reduced related support tickets by 40%** (confirmed via client CSM call).
- Shipped Assigned Seating (seats.io integration), Report Builder, and the Waitlist feature — four major revenue-adjacent features in the first 18 months, each requiring alignment across product, engineering, and customer success.
- Created the Events.com design system from scratch — tokens, components, interaction patterns, and a light/dark theming implementation (1,000+ token replacements across 150+ prototype pages during the light-mode migration). Collaborating with a second designer on maintenance and evolution.
- Embedded with a cross-functional group of 2 designers, 5 product managers, and 5+ engineers across multiple product pods.

Product Designer · MakEntWin

Jan 2023 – Nov 2024

Skopje, North Macedonia · On-site

- Solo / lead designer on a proprietary casino operations platform — a white-label admin suite deployed across the operator's full portfolio of casino brands.
- Designed the bonus configuration system: a composable rule engine supporting unbounded nesting of conditions across behavioral, temporal, financial, and account-state variables — enabling operators to build targeting logic that is, to our knowledge, unmatched in the industry.
- Owned the admin panel's core surfaces end-to-end: casino creation and configuration, role and permissions management, and operator-facing dashboards — balancing the needs of non-technical operators against the complexity of the underlying rule system.
- Built and maintained the platform's design system from scratch — tokens, components, interaction patterns — reporting directly to the product manager and company owner.

User Experience Designer · Upped Events Inc.

Dec 2020 – Jan 2023

Philadelphia, Pennsylvania, United States · Remote

- Primary designer for the Upped Events admin panel — the operational core of the platform. Designed and shipped feature flows that cascaded downstream into the attendee app and POS system, requiring end-to-end coordination of user experience across three connected products.
- Joined as the first designer in the startup; created the founding design system from scratch — components, variants, tokens, and usage guidelines — which outlasted the company's acquisition by Events.com.
- Led design system adoption across the team: trained ~10 design interns on component usage and handoff, then later mentored 2 full-time designers as the team professionalized. Spent the final 9 months as the sole designer, taking full ownership of product design and feature planning in partnership with the COO and engineering team.

SKILLS

Design systems — tokens, components, variants, theming (light/dark), documentation, handoff, governance, cross-team adoption and training

Product design — end-to-end ownership, user research, wireframing, prototyping, usability testing, iterative design

Complex domains — admin panels, rule engines, multi-step wizards, data-dense interfaces, workflow design

Design standards — Material Design, Fluent Design, Apple HIG

Tools — Figma (expert: design systems, auto-layout, variables, components, prototyping), Figma MCP, Figma Make, Miro

AI-assisted workflow — Claude (design reviews, research, strategy), Claude Code & Claude Design (prototyping and implementation), ChatGPT (rationalization, research), Gemini (image generation)

Collaboration — cross-functional work with PMs, engineers, and stakeholders; async-first remote practice; design handoff and implementation support

Front-end literacy — HTML, CSS, JavaScript — shipped a production web app solo

EDUCATION

UX/UI Design · Brainster Academy, Skopje · 2020 – 2021

BA, Interpretation & Translation (English, French) · Ss. Cyril and Methodius University, Skopje · 2008 – 2012

LANGUAGES

Macedonian (native) · **English** (C2) · **French** (B2 – C1)