

# MILOŠ PEJNOVIĆ

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## EDUCATION

**School of Visual Arts**  
New York, NY 1999–2003  
Bachelor's Degree in  
Graphic Design

**Fashion Institute of Technology**  
New York, NY 1996–1999  
Associate Degree in  
Advertising Design

**Pratt Institute**  
New York, NY 1995–1996  
AAS Program in Graphic Design

## CERTIFICATES

Scrum Fundamentals Certified  
(SFC) by SCRUMstudy, 2019

## ACHIEVEMENTS

International Gold  
Midas Award 2001  
  
March of Dimes  
Walk America  
2002 Design Award

## LANGUAGES

Fluent in **Serbo-Croatian**  
(Speak, read and write in both  
Latin and Cyrillic alphabets)

## SUMMARY

With over a decade of experience, I deliver innovative UX/UI solutions for complex problems, specializing in human-centered design and empathy-driven strategies. I excel in creating intuitive flows, high-quality assets, and collaborating with developers for seamless implementation and visual Quality Assurance (QA).

- **Major clients included:** Caterpillar, Morgan Stanley, Merrill Lynch Bank of America, KPMG, DTE, Prudential Douglas Elliman Real Estate.
- **Design Agencies Experience:** Mediacom, LLNS, oLo Brand Group, Current Medical Directions and Limited Brands (Victoria's Secret).

## EXPERIENCE

**02/2022 – 04/2025**  
**Perficient**, New York, NY  
*UX Lead Designer / Manager*

### Duties:

- Drove UX strategy and concepts, providing clear direction to the team to deliver impactful designs.
- Collaborated with internal teams to define requirements, optimize workflows, and implement modern design standards, enhancing overall user experience.
- Created prototypes and design models to ensure aesthetic consistency across various products.
- Brainstormed innovative ideas, layouts, and visual elements to support design objectives.
- Leveraged AI tools like ChatGPT to accelerate research synthesis, uncover user insights, and inform data-driven design decisions.
- Utilized FigJam AI to rapidly generate and refine user flows, streamline ideation sessions, and facilitate cross-functional collaboration.
- Integrated AI-powered platforms such as Miro AI to boost early-stage concept development and translate product requirements into wireframes.

### Accomplishments:

- Led the successful transformation of an outdated management tool into a modern configuration platform, enabling dealers to efficiently manage settings for their customers and e-commerce stores.
- Achieved top team scores in overall satisfaction, collaboration effectiveness, deliverable quality, and on-time project completion.

**08/2020 – 12/2021**  
**Merrill Bank of America**, New York, NY  
*Front-End UI/UX Developer, Digital Designer*

- Developed and maintained a library of atomic, reusable components, driving consistency across all digital properties.
- Created user flows, wireframes, mockups, and interactive prototypes that aligned with business goals while ensuring a seamless user experience.
- Designed dashboards with advanced data visualization components for B2B desktop applications.
- Collaborated with product owners and Scrum teams, providing updates and insights through the CA Agile Central platform.
- Executed user interface design and performed CSS and HTML edits to enhance product functionality and aesthetics.
- Interviewed, trained, and mentored designers, successfully managing and coordinating the team's deliverables.

## SKILLS

### User Experience

User Centered Design (UCD)  
Information Architecture  
Interaction Design (IxD)  
Visual Design  
User testing and Iteration  
Motion Graphics  
Project management  
Personas  
User flows  
Storyboarding  
Wireframing  
Prototyping  
Agile methodology  
Strong collaborative skills

### Design Tools

Figma  
Sketch  
InVision  
XD  
Photoshop  
Illustrator  
AEM

### AI Tools

Figma AI  
FigJam AI  
Miro AI  
Chat GPT  
Pega  
Google Analytics

### Front-End

HTML5 (Hand-code)  
CSS (Hand-code)  
JavaScript

## EXPERIENCE (CONTINUED)

**05/2019 – 06/2020**

**Morgan Stanley**, New York, NY

*Front-End UI/UX Developer*

- Conducted in-depth research to analyze and deconstruct user digital interactions and habits, informing design strategies.
- Established UI and UX strategies aligned with target goals, enhancing user engagement and satisfaction.
- Designed and maintained component libraries using an atomic design system, along with creating wireframes, mockups, and interactive prototypes using tools like Axure, AEM, and Jive.
- Developed highly reusable JavaScript, HTML, and CSS code to support scalable and efficient design solutions.
- Provided technical advice by understanding the constraints of the tech stack and business model, ensuring feasibility and alignment with project goals.
- Delivered intuitive and aesthetically pleasing UX/UI solutions for complex educational websites, from concept to deployment.
- Collaborated with product team members to implement and refine new feature developments, improving overall functionality and user experience.

**10/2018 – 04/2019**

Major clients include(d): **Victoria's Secret**, New York, NY

*Freelance Front-End Developer / UI / UX / Web Designer*

- Created advertisements for Mobile Web, Mobile Applications and Desktop Web online store with special attention to typography.

**09/2016 – 09/2018**

**Merrill Bank of America**, New York, NY

*Front-End UI/UX Developer, Digital Designer*

- Created user flows, wireframes, mockups, and interactive prototypes that aligned with business goals and ensured a positive user experience.
- Designed user interfaces and edited CSS and HTML.
- Interviewed, trained, and mentored other designers, successfully managing the team's work.

**01/2016 – 08/2016**

**New York Life Insurance**, New York, NY

*Digital Designer*

- Produced digital eCommerce products from concept to completion based on verbal and written briefs.
- Converted print layouts into innovative, user-friendly digital publications by adding interactive elements, motion design, video, audio, multi-state objects, and liquid layouts.

**04/2012 – 12/2015**

**Merrill Bank of America**, New York, NY

*Senior Digital Product Designer*

- Collaborated with product managers, engineers, and cross-functional stakeholders to understand requirements, and provide creative solutions.
- Communicated the user experience at various stages of the design process with wireframes, storyboards, mockups, and/or prototypes.
- Integrated user feedback and business requirements into ongoing product experience updates.
- Advocated for the prioritization of design centered changes, refinements, and improvements.