



## Amar Sijercic

Senior UX/UI Designer  
CRO & E-commerce Specialist

### CONTACT

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### DESIGN & TOOLS

**DESIGN** Figma, Adobe XD, Photoshop, Illustrator

**E-COM** Shopify, WooCommerce, Webflow, WordPress

**EMAIL** Email Design, Landing Pages, Klaviyo

**DEV** HTML, CSS, basic React

### EXPERTISE

**CRO** A/B Testing, Funnel Analysis, Heatmaps, Conversion Optimisation

**AI TOOLS** ChatGPT, Midjourney, Galileo AI, AI-assisted design

**PROJ MGMT** ClickUp, Loom, Notion, Jira, Linear

**RESEARCH** UX Research, User Testing, IA

### LANGUAGES

**BOSNIAN** Native

**ENGLISH** C2 – Proficient

**GERMAN** C1 – Advanced

### EDUCATION

**UX & Web Design Master**

Udemy · 2020

**UX Design Fundamentals**

Udemy · 2019

**Certified Web Developer**

Center for Business Ed. · 2012

**High School Diploma**

Third Gymnasium · 2009–2013

# Amar Sijercic

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### PROFILE

Senior UX/UI Designer with 14+ years of experience delivering high-converting digital products across e-commerce, SaaS, fintech, and mobile. Specialised in CRO-driven design — from Shopify storefronts and email flows to A/B tested landing pages. Full design lifecycle: research, wireframing, Figma prototyping, Webflow/Shopify delivery, and iterative optimisation. Fluent with AI-powered design tools. Senior Designer at Travlrd LLC; teaching UX/UI at Academy387.

### WORK EXPERIENCE

#### Senior UX/UI Designer

Travlrd LLC · Feb 2024 – Present · Sarajevo, BiH (Remote)

- Lead UX/UI across 10+ client products: Shopify stores, SaaS dashboards, AI mobile apps, and Webflow marketing sites.
- Delivered Persuava (AI SaaS) with a CRO-focused redesign — landing pages, email flows, core product UI — contributing to a VC funding round.
- Designed Evionor's Shopify store with separate B2C & B2B conversion flows and branded transactional email templates.
- Designed Eldelia — AI companion app for seniors (iOS & Android) — achieving 4.8/5 on Trustpilot at launch.
- Applied A/B testing to CTAs, page hierarchy, checkout flows, and email subject line variants.
- Managed projects via ClickUp; delivered async design walkthroughs with Loom.

#### Board Member

Plantech Industries Inc. · Feb 2023 – Present · Sarajevo

- Strategic advisory for a technology holding; contributing design direction and product strategy.

#### UX/UI Designer & Developer

Softray Solutions · Mar 2021 – Feb 2023 · Sarajevo

- Designed and developed web and mobile interfaces across multiple client verticals.
- Conducted UX research, user testing, and iterative design informed by analytics and qualitative feedback.

#### UX/UI Designer & Developer

Authority Partners Inc. · Nov 2017 – Mar 2021 · Sarajevo

- Designed user flows, wireframes, and interactive prototypes for enterprise software clients.
- Collaborated with US-based product teams across research, design, and delivery.

#### UX/UI & Web Design Instructor

Academy387 · 2014 – Present · Sarajevo

- Teaching UX/UI and web design; curriculum covers Figma, design principles, and web development.

#### Graphic & Web Designer

Orela d.o.o. · 2009–2014 · Sarajevo

- Long-term design partner: web design, WooCommerce e-commerce, and print/brand design.