Zehra Šarić

Product Designer

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EXPERIENCE

Fitify App, Prague - *Senior Product Designer*

Nov 2025 - Present

- Designing and optimizing core product experiences for Fitify (AI fitness coach) and Cailo (calorie tracking app), focusing on workout flows, nutrition tracking, analytics, and personalization.
- Leading A/B testing and experimentation to improve activation, engagement, and retention across onboarding, workouts, and tracking features.

CyberMetis, Chicago - *Senior Product Designer*

Aug 2025 - Nov 2025

- Owned end-to-end design for an adaptive learning platform (research > dashboards).
- Translated complexity into clear IA, flows, and data-driven UI.
- Structured work into epics, user stories, and tasks in Azure DevOps.

Rolla, BiH - *Product Designer*

Feb 2023 - Jul 2025

- Led end-to-end design across Rolla Health, Diet, and Activities for B2C users and B2B employers.
- Built Rolla Health module from scratch (HRV, sleep, steps), serving 10K+ active users.
- Redesigned Rolla Diet onboarding and calorie-tracking flows, reducing drop-off by 40%.

CEQUENS, Dubai - *UX/UI Designer*

Oct 2022 - Feb 2023

- Designed enterprise dashboards for messaging APIs (web & mobile).
- Simplified complex workflows to improve usability and clarity.
- Delivered marketing and product UI assets aligned with brand goals.

SixBerries Ltd, UK - *Design Lead*

Jun 2020 - Feb 2023

- Led UX/UI for VC-backed startups across health, fintech, and SaaS.
- Drove MVP definition and delivery, hitting 80% of KPIs at launch.

SKILLS

Product & UX Strategy

AI & Data Driven Design

Design Systems & Scalable UI

Interaction & Prototyping

User Research & Validation

Cross-functional Collaboration

End-to-End Product Delivery

EDUCATION

International University of Sarajevo, BiH - MBA
Oct 2022 - Jun 2024

International University of Sarajevo, BiH, - BA VACD
Oct 2015 - Jul 2019
Bachelor of Visual Arts and Communication Design

LINKS

[Medium](#)

[Dribbble](#)

[Behance](#)

[Portfolio](#)