

Bogdan Dakonovic

SENIOR UX/UI PRODUCT DESIGNER

Creative, strategic subject matter expert in the field of digital product design, user experience and visual design with over 10 years of experience. I work closely and iteratively with the users and my team to solve complex business problems and provide users with solutions that are easy to use and navigate.

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EXPERIENCE

02/2022 - 03/2023 Scotiabank Toronto, ON, Canada	Lead Product Designer Leading experience design of a Scotiabank new wealth management and trading web and native mobile platforms. My responsibility include discovery, conceptualization, designing and testing solutions as well as providing support to team and maintaining relationship with senior leadership and shareholders.
06/2021 - 02/2022 RBC Toronto, ON, Canada	Digital Product Designer - Expert As a part of the business banking team, I was responsible for the design of a RBC new business platform. My responsibilities included discovery, research, design workshops with stakeholders and design delivery.
04/2019 - 05/2021 Scotiabank Toronto, ON, Canada	Senior Product Designer Working alongside business partners and technical leadership I was responsible for promoting and executing the design thinking as well as advocating for user-centric and data-driven design in retail banking space. During my time in retail banking I have successfully delivered modernized and personalized authenticated storefront - a key piece of Scotiabank experience that drives loyalty and customer lifetime value.
11/2018 - 4/2019 Willis Towers Watson Toronto, ON, Canada	UX/UI Design Lead Working in an agile environment in partnership with business stakeholders and dev team to redesign the reinsurance marketplace platform. Responsible for gathering requirements and producing user journeys, flow charts, wireframes, prototypes, UI designs, UI libraries as well as to code front-end (HTML, CSS and JS). Mentoring and providing support for team members.
10/2016 - 10/2018 Onlia Insurance Toronto, ON, Canada	Digital Design Lead / Scrum Master Reporting to CMO and COO on the mission to build the brand and digital assets for a startup insurance company. <ul style="list-style-type: none">Owned a design for a launch of a company website, brand, and mission.Owned a design, planning, and co-delivery of a mobile app to promote a mission statement and cultivate the brand in the insurance marketplace.Co-owned a brand, go-to-market plan, and feature mapping. On the daily basis: <ul style="list-style-type: none">Establishing design practices by leading user research, discovery, and design thinking efforts.Leading the experience, interface design, and brand application/development.Working with the overseas development team to ensure the delivery as defined in requirements.Leading agile scrum and design sprints.Mentoring and providing support for team members.
5/2015 - 10/2016 CI Investments Toronto, ON, Canada	Senior UX/UI Designer Contributed to a digital transformation end establishing the first agile delivery team in the company. The objective of the first project was to redesign and establish the digital presence of the CI's biggest wealth management dealership network - Assante Wealth Management.

More of my work experience, skills, and endorsements are available on my [Linkedin profile](#)

EDUCATION

2006 - 2011 Megatrend University Belgrade, Serbia	Faculty of Business Studies Bachelor of Applied Science (B.A.Sc.), Faculty of Business Studies
2003 - 2006 Megatrend Business School Belgrade, Serbia	Graduate School of Business Bachelor of Business Administration (BBA), Bank, Corporate, Finance and Securities studies