



Teodora Duric

UX/UI/Product Design Specialist,
Consultant & Moderator

Work Experience

- **Capgemini Consulting, UX/UI Design Specialist** Since 2021
- **Project Manager, Accessibility Engineer** May 2024-
Federal Employment Agency, Germany
 - Led development of a centralized design system in a multi-tool environment
 - Built scalable, reusable UI components and patterns
 - Ensured WCAG-compliant implementation across products
 - Conducted accessibility audits and usability testing
- **UX/UI Designer, Information Architect** 2023 - 2024
Bord Bia - The Irish Food Board
 - Designed information architecture and platform structure
 - Conducted user research and data-driven analysis
 - Delivered brand-aligned digital experience
 - Performed usability and accessibility optimization
- **UI/UX Designer, Business Analyst** 2021 - 2023
My BMW Mobile App & ProFLEX – BMW
 - Developed and scaled design system across products
 - Conducted stakeholder interviews and requirements analysis
 - Applied accessibility-driven design and validation
 - Reduced development risks and improved delivery efficiency
- **Freelance - UX/UI Designer** Since 2020
 - Delivered end-to-end design solutions for diverse clients across industries
 - Specialized in UX strategy, user flows, and high-fidelity prototyping
 - Designed and implemented scalable design systems, UI libraries, and style guides
 - Delivered complete web solutions including UI design, branding, logo design, and visual identity
 - Created supporting digital assets such as images, video content, and marketing materials
- **Bitmovin, UX/UI Designer** 2020-2021
 - Designed and maintained the cross-product design system and UI components
 - Collaborated closely with developers and stakeholders to ensure consistent UX across products
 - Improved user flows and interface consistency across the platform

Contact

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📍 Austria, remote worldwide

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🏠 teodoraduric.com

About me

UX/UI Designer & Educator with a background in **sociology**, bringing a strong foundation in **human behavior** and **user research**.

Transitioned into **user-centered design**, creating intuitive and **impactful digital products** across the full UX lifecycle.

Passionate about **turning ideas into practical solutions** and ensuring users gain real value through meaningful digital experiences.

Continuously refine solutions through **testing, iteration, and data-driven decision-making** to achieve sustainable product improvements.

Design & AI Tools

- **Design & Prototyping Tools**
 - Figma, Sketch, Adobe CC (XD, Illustrator, Photoshop, Substance Painter, Substance Designer)
 - Balsamiq, Axure RP
 - Framer, Webflow
 - Zeplin.io, Storybook
- **AI & Generative Tools**
 - Claude Code, ChatGPT, Gemini, Perplexity
 - Midjourney, Sora, DALL·E
 - Gamma, Wevo
- **Project & Collaboration Tools**
 - FigJam, Miro, Mural, Notion, Basecamp, Slack, Trello, Jira, Confluence, Monday, Microsoft Office

Core Competences

- **Workshop Facilitation & Moderation**
- **UX/UI Training & Education**
- **Public Speaking**
- **Sales Enablement & Solution Pitching**
- **UX/UI Consulting**
- **Technical Recruitment & Interviewing**
- **Cross-Functional Remote Collaboration**
- **Content Strategy & Optimization**
- **Mentoring & Team Development**

Education

- **Executive Program, AI Leadership**
 - LSE (London School of Economics and Political Science)
- **Diploma Program, Media Design**
 - Advertising Academy
- **ACP, UX Design Management** -
Technikum Wien Academy
- **BA, Social Sciences, Sociology** -
Vienna University

Certificates

- **W3Cx**: Web Accessibility
- **CPUX-F**: Usability and User Experience
- **Scrum Master** for User Experience Design
- **iPMA** Level D
- **Google** UX Design Professional Certificate
- **IDF**: UI Design Patterns

Languages

- Englisch (Fluent)
- German (Fluent)
- Serbian (Fluent)

Why Me?

- **Accessibility-Driven UX/UI Expert** – Proven WCAG-focused design experience
- **Educator & Speaker** – Communicate complex design concepts clearly
- **AI-Supported Execution** – Apply data-driven workflows for efficient, high-quality delivery
- **End-to-End Product Design** – Lead projects from research to validated implementation
- **Cross-Functional Collaboration** – Align design with engineering, business, and stakeholder goals
- **Humanitarian Volunteering** – Support community-focused initiatives and social impact project