Srecko Dimitrijevic

Fractional Staff Product Designer 0→1

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Resume

10+ years designing and shipping products, from 0→1 features with pending patents at Miro, to building my own shipped apps and AI tools. I operate at the intersection of product strategy, systems thinking, and hands-on execution, from concept to shipped product. Berlin-based.

01

Fractional Staff Product Designer @ FunctionForm — 2025 - now

- Fractional design lead for select clients, including Universal Music Group and early-stage startups from Jake Knapp's Character Lab.
- At UMG: driving product-led transformation on their classical music platform (search, navigation, player UX, and My Library across web, iOS, Android, and TV. Contributed to ~20% churn reduction)

02

Senior Product Designer @ Miro — 2021 - 2025

- Designed Talktrack (0→1): Miro's flagship async feature: interactive video walkthroughs embedded on collaborative boards. Pending innovation patent. Millions of users.
- Designed Catch Up (AI, 0→1) and Comment Summaries (AI): board summarization and thread digests. Pending patent. Featured at Miro Canvas '24.
- Led redesign of the Collaboration Bar, Miro's primary UI toolbar.

03

Senior Product Designer @ Softgarden recruiting & Zattoo — 2017 - 2021

- Softgarden: Led ATS redesign — streamlined hiring workflows for enterprise HR teams, driving increased platform adoption.
- Zattoo: UX across 12 platforms (web, mobile, TV). Led the company’s rebranding.



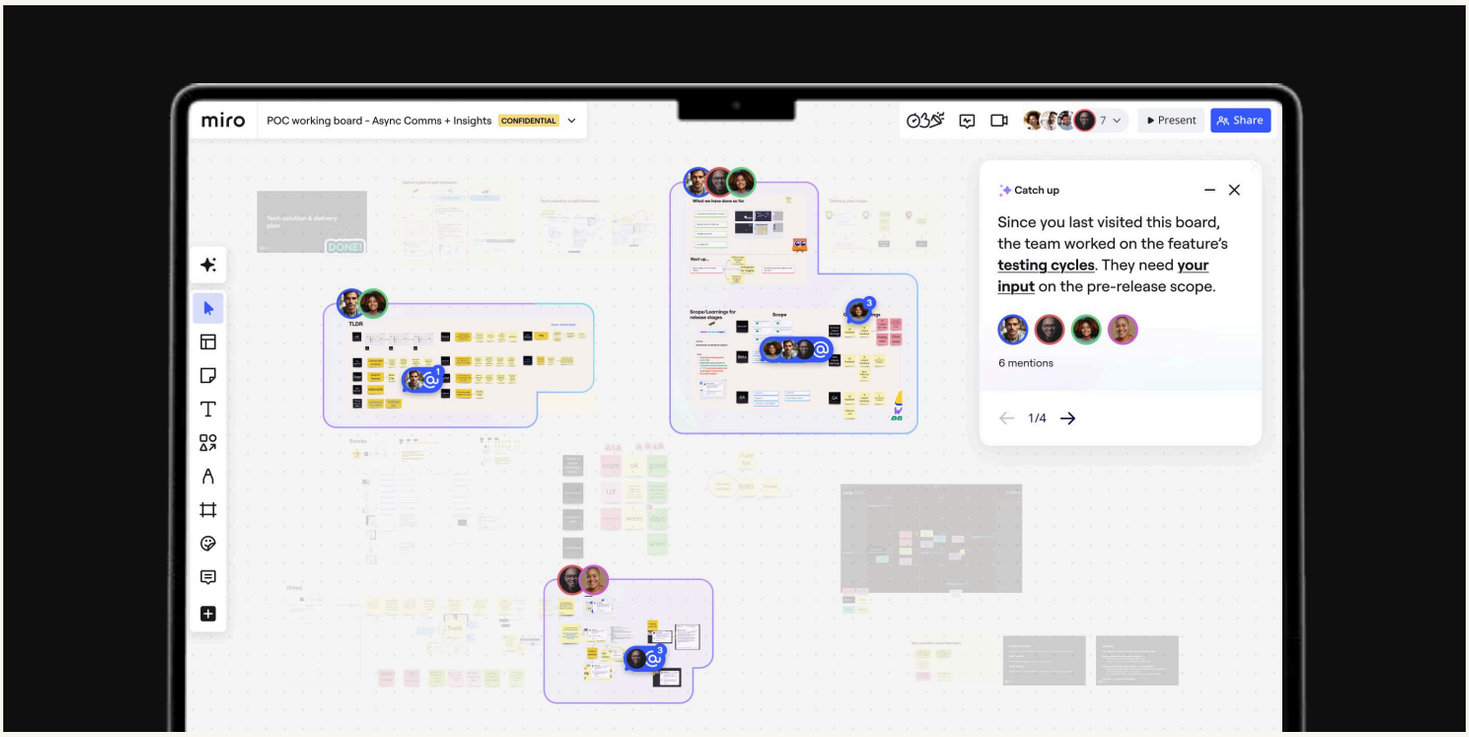
PRODUCTS I'M BUILDING

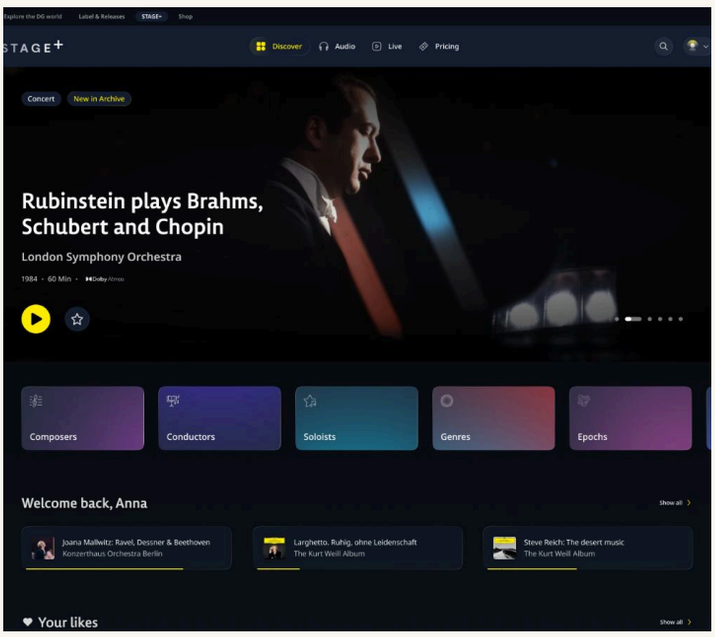
Kora (iOS + Watch) SHIPPED

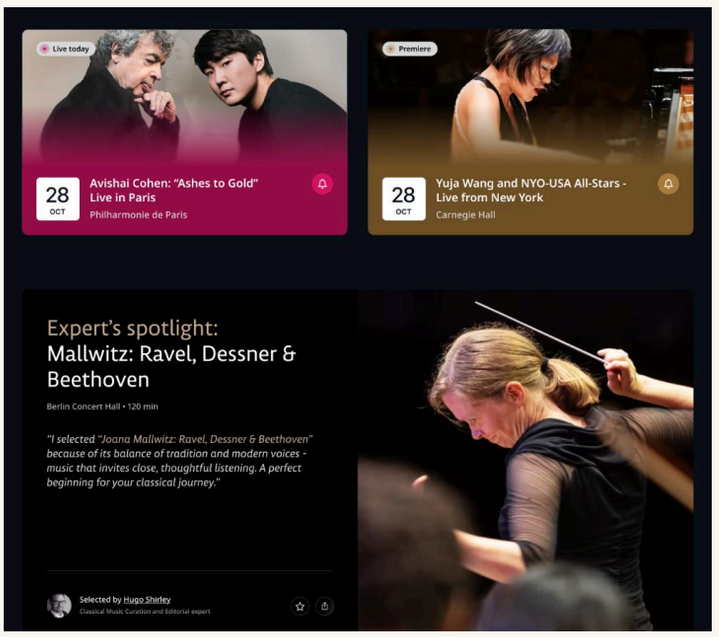
Block-based routine builder for Lagree instructors, with real-time playback and Apple Watch integration. Full ownership: concept → SwiftUI → App Store.

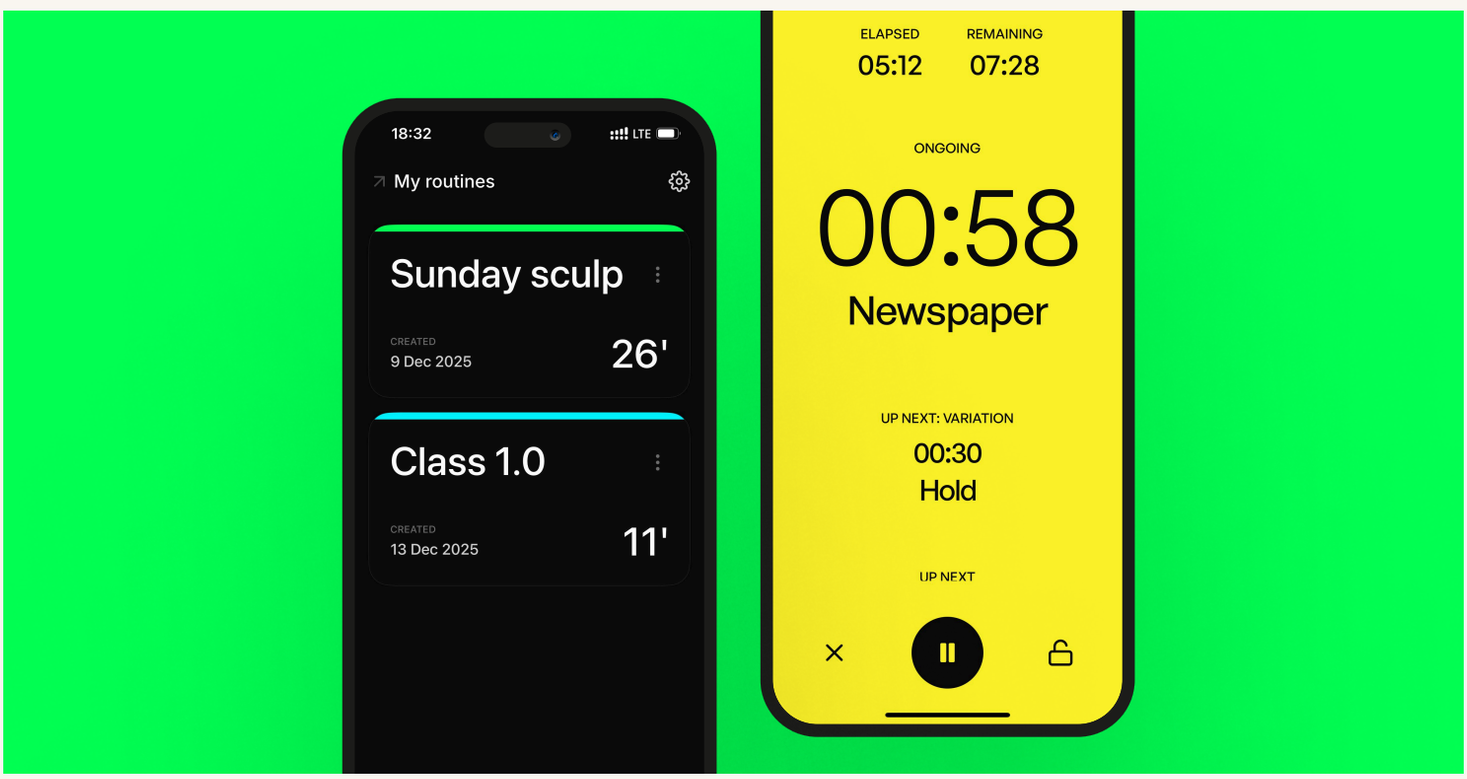
Joal: AI Workflow Tool IN DEV

A tool converting Claude conversations into structured context packages. Multi-agent pipeline: Summarizer, Tagger, Formatter, Evaluator.


miro
POC working board - Async Comms + Insights
CONFIDENTIAL
Present
Share
Catch up
Since you last visited this board, the team worked on the feature's testing cycles. They need your input on the pre-release scope.
6 mentions
1/4


STAGE+
Discover
Audio
Live
Pricing
Concert
New in Archive
Rubinstein plays Brahms, Schubert and Chopin
London Symphony Orchestra
Composers
Conductors
Soloists
Genres
Epochs
Welcome back, Anna
Your likes


Live today
28 OCT
Avishai Cohen: "Ashes to Gold" Live in Paris
Philharmonie de Paris
Premiere
28 OCT
Yuja Wang and NYO-USA All-Stars - Live from New York
Carnegie Hall
Expert's spotlight:
Mallwitz: Ravel, Dessner & Beethoven
Berlin Concert Hall • 120 min
"I selected "Joana Mallwitz: Ravel, Dessner & Beethoven" because of its balance of tradition and modern voices - music that invites close, thoughtful listening. A perfect beginning for your classical journey."
Selected by Hugo Shirley


18:32
LTE
My routines
Sunday sculp
CREATED
9 Dec 2025
26'
Class 1.0
CREATED
13 Dec 2025
11'
ELAPSED
05:12
REMAINING
07:28
ONGOING
00:58
Newspaper
UP NEXT: VARIATION
00:30
Hold
UP NEXT