

Filip Stanković

Product Designer, Fintech

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SUMMARY

Product designer working across fintech, from onboarding and identity verification to mobile experiences, card issuing and internal tools. I untangle complex, compliance-heavy problems into simple flows, and back decisions with product data and research. I prototype in code with AI tools as well as in Figma.

EXPERIENCE

Product Designer II, Rho | Jul 2024 – Present

Promoted twice: Intern (Jul 2024) → Product Designer I (Sep 2024) → Product Designer II (Feb 2025)

- **Identity verification:** moved it into signup, with a desktop-to-phone handoff for the ID photo and selfie, a new verification vendor, and results inside the compliance review tool. Time from application to decision fell from 1–2 days to a few hours, with ~70% fewer manual follow-ups and ~2× the review capacity for Compliance.
- **Card issuing:** merged user invitation and card issuing into one admin flow. 80%+ of new non-admin users now get a card right away, about 20% more than before, contributing to record monthly card spend.
- **Mobile:** redesigned the Rho mobile app (iOS and Android) around the financial picture: a new Home, adaptive navigation, and the first in-app notification center, with 20 notification types across 6 product areas that open directly into approval workflows.
- **Design system:** defined a unified workflow and wizard system to replace fragmented, inconsistent layouts across product flows, and designed system patterns for the help center, titles and headings, attachment previews and controls, and approvals routing, plus many other reusable components used across the product.
- **More projects:** designed Rho Close (AI-drafted transaction coding for month-end close) and an expanded Credit experience (Credit Home, application, terms negotiation).

E-commerce Designer, AU Lilly Drogerie | Oct 2022 – Mar 2024

- Designed and built landing pages in custom code and Magento Page Builder for campaigns across the online shop.
- Shipped new storefront features and produced ad and banner creative with the marketing team.

Web Design & Development Intern, Comtrade | May 2022 – Jun 2022

- Designed UX and UI for a web portal in Figma and built it with HTML, CSS (Bootstrap) and JavaScript.

Earlier experience: Freelance Designer (2020); Sales Representative, Labudović NS (Feb 2020 – May 2021); Educator, SBB (Jan 2018 – May 2019).

SKILLS

Product design: interaction design, onboarding and KYC, complex workflows, admin and internal tools, mobile (iOS, Android), design systems, user research, data-informed design, AI-assisted prototyping

Tools: Figma, Claude Code, Cursor, Lovable, Framer, Amplitude, Looker, Hex, LogRocket, Lyssna, Linear, Jira, Notion, HTML, CSS, JavaScript, Adobe Creative Cloud

EDUCATION

Graphics and Multimedia, Visoka škola strukovnih studija za informacione tehnologije | 2024

LANGUAGES

Serbian (native), English (fluent)