

LAZAR VIDOJEVIĆ

Niš, Serbia | +381 62 1395 498 | lazzar.vidojevic@gmail.com

LinkedIn: linkedin.com/in/lazar-vidojevic | Portfolio: behance.net/lazarvidojevic

SUMMARY

Product Manager with nearly 5 years of experience across fintech, logistics, and iGaming domains, built on a design foundation with over 10 years of hands-on experience in digital product and visual design. Experienced in translating business objectives into clear product roadmaps, leading cross-functional teams, and delivering products in fast-paced environments. Strong focus on discovery, prioritization, and operational efficiency. Proactively introduced AI-powered workflows to improve product documentation, development collaboration, and delivery processes.

SKILLS & LANGUAGES

Product Management

Product strategy & roadmapping • Agile/Scrum • Backlog prioritization • PRDs & user stories • Cross-functional leadership • SaaS • B2B & B2C products

Tools & Collaboration

Jira • Confluence • Trello • Asana • Figma • FigJam

Data & Analytics

Amplitude

AI & Technical Tools

ChatGPT • Claude • GitHub Copilot • Cursor • VS Code • Git/GitHub • Supabase (basic)

Languages

Serbian (Native) • English (Fluent)

EXPERIENCE

Product Manager

Qcerris | Dec 2023 – Present

- Owned product roadmap planning with CPO and Business Operations, translating strategic direction into quarterly initiatives
- Operated in a fast-paced startup environment with frequently shifting priorities and evolving business needs
- Led end-to-end delivery for a cross-functional team of 10–15+ members (backend, frontend, DevOps, QA, design, data)
- Coordinated development and knowledge transfer between engineering teams in Serbia and China
- Supported product decisions using behavioral insights from Amplitude analytics
- Spearheaded development of a go-to-market automation feature to reduce manual operations and improve scalability
- Contributed to transforming the core platform into a SaaS-ready solution
- Implemented and configured Jira structure (projects, workflows, permissions) to establish a scalable delivery framework

Product Designer

Qcerris | Mar 2023 – Dec 2023

- Led end-to-end redesign of the core platform, improving usability and scalability
- Designed 10+ full digital products (user flows, high-fidelity screens, interactive prototypes) across logistics and fintech
- Created product concepts and prototypes for development and sales/investor presentations
- Designed UX architecture for a Transport Management System (ERP-like platform)
- Managed multiple parallel initiatives, contributing directly to two products and consulting on four others
- Mentored a junior designer and an intern
- Collaborated with C-level leadership to translate business goals into product solutions
- Partnered closely with engineering teams to ensure design feasibility and implementation alignment

Selected Case Study:

<https://www.behance.net/gallery/179016947/TrackLo-Case-Study>

Co-Founder & Product Lead (Stealth)

Self-Initiated Product - Mobile App for bikers | Jan 2026 – Present

- Co-founding and building a mobile product currently in MVP stage (~70% complete)
 - Leading product strategy, feature definition, and UX design from concept to implementation
 - Leveraging AI tools to accelerate frontend development and product iteration
 - Preparing early user validation and go-to-market strategy prior to launch
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Product Designer / Manager

Quantum Gaming (Sigma Group) | Mar 2022 – Feb 2023

- Conducted competitive analysis of 20+ platforms to identify product opportunities and positioning
 - Designed end-to-end UX for two online casino products (fiat and crypto)
 - Created a crypto-based bonus and loyalty system incorporating NFT rewards
 - Supported product planning by defining feature scope and writing user stories
 - Collaborated with developers and content teams to support implementation
 - Led branding initiatives including visual identity and website design
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UX/UI Designer

Abstract | Mar 2021 – Feb 2022

- Designed tablet applications for automotive service management used by clients in Switzerland
 - Contributed to a smart mobility application for the City of Maribor (Slovenia)
 - Created prototypes for government-sector mobile applications (public education)
 - Produced 2D animations and visual assets for company marketing
 - Collaborated with product and development teams to deliver user-centered solutions
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Freelance Designer (Part-time / Project-based)

2014 – 2021

- Delivered UI/UX, branding, and digital design projects for international clients via Upwork, Freelancer, and direct engagements
 - Designed web, mobile, and marketing assets using Adobe Photoshop and Illustrator
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EDUCATION

University of Belgrade – Faculty of Organizational Sciences

Bachelor of Organizational Sciences

Belgrade, Serbia | 2021