



Lazar Vidojević

Product Manager

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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 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.

SKILLS

Product

- Roadmaps
- Agile
- Scrum
- PRDs
- SaaS
- B2B/B2C

Tools

- Jira
- Figma
- FigJam
- Confluence
- Adobe

AI

- ChatGPT
- Claude
- Git/GitHub
- Cursor
- VS Code

Data

- Amplitude

LANGUAGES

English (Fluent)

Serbian (Native)

EDUCATION

University of Belgrade, Serbia

Faculty of Organizational sciences

- Bachelor of Organizational sciences

EXPERIENCE

QCerris

Belgrade, Serbia

Dec 2023 – Present

Product Manager

- 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

Mar 2023 - Dec 2023

- 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

Selected Case Study:

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

Self-Initiated Product - Mobile app for bikers

Belgrade, Serbia

Co-Founder

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

Quantum Gaming (Sigma Group)

Belgrade, Serbia

Product Designer/Manager

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

Abstract

Belgrade, Serbia

UX/UI Designer

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