

Ejla Tomljanovic

Product Designer | Shaping products across AI, SaaS, and healthcare, leading end-to-end work from discovery and problem framing through research, experimentation, UX/UI design, delivery, and iteration. Skilled at navigating ambiguous product problems, translating user needs, business goals, and technical constraints into clear product direction. Experience spans consumer AI, clinical workflows, onboarding, activation, and complex decision-support experiences, with a focus on trust, usability, and measurable outcomes.

CONTACT

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LINKS

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EXPERIENCE

2080 Ventures Visiting Mentor, Product Design	Tbilisi, Georgia • August 2026 - Present - Selected as a Product Design mentor for the GITA 2026 accelerator, advising early-stage founders on product strategy, discovery, MVP definition, experimentation, and customer validation. - Guide early-stage founding teams across a cohort of ~20 startups through MVP scoping, assumption testing, and product prioritization. - Run product design reviews and workshops across a 3-week accelerator sprint, covering experimentation, validation, and go-to-market readiness.
Beehive Creative Agency Product Designer	Sarajevo, B&H • July 2023 - Present - Own product design across healthcare, SaaS, and agriculture clients, from early problem definition through interaction design, usability testing, and delivery. - Shaped core workflows for a clinical AI documentation platform used by physicians in time-sensitive settings, balancing usability, accuracy, and technical constraints. - Increased registration completion by 26% for a SaaS product through funnel analysis, user research, and sign-up flow redesign. - Led product design across four product and website redesigns, contributing to a 28% average improvement in user retention. - Conducted 12 discovery, interview, and usability-testing sessions, translating findings into product priorities and design decisions. - Partnered with developers and product owners throughout delivery to balance user needs, business goals, and technical constraints.
Heylama Product Designer	Berlin, Germany • February 2025 - April 2026 - Sole Product Designer for an AI language-learning product, owning end-to-end UX/UI design, interaction design, user flows, prototyping, usability testing, experimentation, and delivery. - Redesigned the end-to-end onboarding flow through user research, funnel analysis, prototyping, and usability testing, increasing conversion from 4.3% to 8.6% and growing MRR from \$2.2k to \$4.1k. - Created and shipped conversational AI experiences, including tutor personality controls, voice input, and first-time-user flows, defining interaction patterns around trust, comprehension, and uncertainty. - Applied product analytics, A/B testing, and behavioral data to guide iteration across core flows. - Helped shape the pivot toward B1 exam preparation, defining Mini Exam and Readiness Score concepts around a core product question: how do we give learners credible evidence that they are ready to pass? - Built the company's first scalable Figma design system with reusable components, variables, documentation, and developer handoff standards.

	Libertas International University & Faculty of Health Studies Assistant Professor, Physical Therapy	Zagreb, Croatia · January 2021 - August 2023 - Taught and assessed 1,000+ students across clinical and academic settings, translating complex reasoning into clear, evidence-based learning experiences. - Developed structured frameworks for breaking down ambiguous, multi-variable problems into decision paths - a skill now applied to product discovery and problem-framing. - Co-authored a physiotherapy textbook on evidence-based rehabilitation used in clinical education.
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EDUCATION

Interaction Design Foundation	Courses UX/UI And Interaction Design
DesignLab	Courses Online UI/UX Design
Faculty of Health Studies	Masters Degree Master of Physiotherapy · Graduation: January 2017 Rijeka, Croatia

SKILLS

Product Discovery & Strategy: Product Discovery · Problem Framing · Product Thinking · User Research · Moderated Interviews · Usability Testing · Research Synthesis · Product Strategy · MVP Scoping · Prioritization
Product Design: UX/UI Design · Interaction Design · Visual Design · Information Architecture · Complex User Flows · Wireframing · High-Fidelity UI · Rapid Prototyping · Responsive Design · Mobile & Web Product Design
Experimentation & Analytics: Experiment Design · A/B Testing · Product Analytics · Funnel Analysis · Data-Informed Design · Activation · Conversion · Retention
AI Product Design: Human-AI Interaction · Conversational UX · AI Interaction Patterns · AI Trust & Uncertainty · Voice Interfaces · AI Prototyping
Systems & Delivery: Design systems · Figma Components & Variables · Developer Handoff · Design QA · Cross-Functional Collaboration · Technical Trade-offs
Tools: Figma · Paper · Claude Code · Cursor · Github · Vercel · Mixpanel · Hotjar · Manus · cmux · Figma MCP

LANGUAGES

Croatian	Native Speaker
English	Bilingual proficiency
German	Professional working proficiency
Italian	Limited working proficiency