Ana Marčeta

UI/UX & Web Designer · Sinologist · English & Chinese Translator

anamarceta.com | linkedin.com/in/anamarceta | Banja Luka, Bosnia and Herzegovina · Open to remote work
behance.net/anakatanic | instagram.com/uiux_design_ana

SUMMARY

UI/UX designer and sinologist with 4 years of experience designing web and mobile apps and websites, from research and first mockup to final prototype. Works in English with international clients and holds a degree in Chinese language and culture from the University of Belgrade. Founder and product designer of an AI-powered language learning app launching in late 2026. Open to remote roles in UI/UX design, AI evaluation, and English–Chinese–Serbian translation.

SKILLS

Design: Product concept, UX research (competitor analysis, client interviews), interaction design, visual design, design systems (Figma component libraries), UI/UX design, AI feature design, wireframes & mockups, interactive prototypes, mobile & web apps, web design, website building, SEO optimization, branding

Tools: Figma, AI tools for design and content work

Translation: English · Chinese · Serbian / Bosnian / Croatian

Working style: Remote work; at ease with clients and teams in English, in meetings and in writing; detail-oriented; creative approach to problem-solving; adapts quickly to new tools and projects

PROJECTS

Founder & Product Designer — AI-powered language learning app — Launching in late 2026

- Created the full product concept and designed the complete UI/UX, from the first idea to the final screens
- Designed the AI features and the user flows around them
- Built a custom design system and component library in Figma

EXPERIENCE

UI/UX Designer — 2025 – present
Freelance

- Research competitor apps and talk with clients about their needs before designing; design mobile and web applications from first mockups to final prototypes
- Work remotely and independently with clients, from brief to delivery, building a design system and component library in Figma for each project; use AI design tools for research, early concepts and faster iterations

UI/UX Designer — 2024 – 2025
Atomic Solutions, Banja Luka

- Designed user interfaces, mockups and prototypes for company and client products
- As the company's only designer, worked directly with the owner and local client, from brief to final design

UI/UX Designer — 2022 – 2024
TGN Solutions, Skopje

- Designed mockups and interactive prototypes for client products, through to the final design
- Communicated in English with international clients to gather requirements and present designs

English Teacher — 2018 – 2020
Preply (remote)

- Taught English online to Chinese children, explaining language in a clear, structured way across a language barrier

English Tutor — 2019
Private lessons

- Prepared students for the entrance exam at the Faculty of Philology, University of Belgrade
- Tutored three primary school students in English

Client Relations Assistant (student job) — 2016 – 2017
Yacht Club, Belgrade

- Served as the first point of contact for international guests: ticket sales, phone calls, email correspondence and on-site translation
- Coordinated the waiting staff to keep service running smoothly

EDUCATION

BA in Chinese Language, Literature and Culture — 2017 – 2022
Faculty of Philology, University of Belgrade

LANGUAGES

Serbian – Native **Bosnian, Croatian** – Native-level **English** – C1 · Advanced **Chinese (Mandarin)** – University degree
German – A2