



# Ayla Ashley Pajevic

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Product designer with five years of experience in enhancing Swiftfox CRM through holistic user experiences. Collaborated with teams across the organisation in engineering, marketing and business departments.

## Work Experience

### Product Designer

10/2019 to 07/2023

Swiftfox CRM

Melbourne, Victoria, Australia

- Led design system development at Swiftfox, enhancing user experience and driving exponential client growth.
- Introduced retrospectives to foster team cohesion, incorporating feedback and fine-tuning implementation.
- Maintained an organised Zendesk platform, promptly responding to inquiries, resulting in increased client satisfaction.
- Proactively conducted user interviews, informing the system's scope and design language, boosting client retention.
- Nurtured customer relationships, driving sales growth through referrals and expanding client base.
- Contributed to overall organisational growth.

### UI/UX Designer

06/2021 to 10/2023

Tapendium

Melbourne, Victoria, Australia

- Played a pivotal role in the design, prototyping, and user testing of Tapendium's innovative Hotel Software.
- Expanded and improved the component library to enhance development time.
- Implemented streamlined design handoff practices, resulting in a remarkable 15% increase in developers' efficiency.
- Successfully incorporated user feedback to refine the software's user experience.
- Proactively conducted user testing and iteration to identify and address potential issues early on.
- Resulted in highly functional and user-friendly Hotel Software.

## Skills

User Research - 5 years

Figma - 6 years

Storytelling - 6 years

Design Research - 6 years

Wireframing - 5 years

Brand Experience - 4 years

## Education

### **Royal Melbourne Institution of Technology**

Bachelor's

Design (Digital Media)

Melbourne, Victoria, Australia

02/2017 to 09/2019

## Links

[linkedin.com/in/ashleyayla/](https://www.linkedin.com/in/ashleyayla/)

[ajla.co.uk](http://ajla.co.uk)