Vedrana Novosel

Product Leader ✳ UX Designer ✳ Maker

✳ CONTACT

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Location
Sacramento, CA
seeking remote roles

✳ SKILLS

Product

Product strategy · Discovery · Roadmapping · Spec writing · A/B testing & experiments · Privacy by design · Team leadership · Cross-functional leadership

Design & UX

Interaction design · Wireframing · Prototyping · Hi-fi mockups · Responsive & mobile design · Information architecture · Design systems · User research · Usability testing · Visual design

AI & Tools

Claude & Claude Code · AI-assisted prototyping · Figma · Jira · Confluence · Pendo

Technical

HTML / CSS / JS · Git & GitHub · APIs & integrations · AI data pipelines

Product leader with a **designer's eye** and an **engineer's fluency**. Over 11 years at RetailNext I've grown from PM to Head of Product, and today own product strategy and execution for one of the most widely deployed analytics platforms in physical retail. I build the product that turns massive amounts of shopper data into insights that improve store performance, and craft the intuitive interfaces retailers use to explore it all. Along the way I've owned the whole arc, from the first customer conversation through design and tight iteration with engineering to shipped product, and AI tools now make me faster and more effective at every step. Trained in HCI at Georgia Tech, with UX roots at Microsoft and award-winning design studio fuseproject, I'm bringing that blend of **strategy and craft** to hands-on product work in consumer software.

✳ EXPERIENCE

RetailNext · San Francisco Bay Area, remote since 2017

2015 – Present

Head of Product

2022 – Present

- Lead product strategy and vision for an analytics platform trusted by 600+ brick-and-mortar retailers in 100+ countries.
- Direct a portfolio spanning entrance traffic, staff optimization, shopper journey analytics, asset protection, and internal tooling, shipping 100+ features a year.
- Guide delivery of conversational AI across the product, so users can ask questions of their data in plain language.
- Carry UX design end to end, from user flows and wireframes to high-fidelity UI, in an organization with no dedicated design team.
- Manage and mentor PMs on discovery, spec quality, and design craft, building a product team trusted company-wide for consistent, high-quality delivery.
- Set investment priorities across the portfolio with executive, engineering, and go-to-market leadership, arbitrating trade-offs between enterprise customer commitments and longer-term platform bets.
- Prototype product concepts with LLM tools before committing engineering time, so stakeholders react to working demos instead of specs, and extend the same practice to discovery and documentation.

Director of Product Management

2019 – 2022

- Grew and managed a team of junior and seasoned PMs, setting priorities and establishing consistent processes for discovery, delivery, and iteration.
- Launched major capabilities including real-time store occupancy, purchaser versus non-purchaser path analysis, and traffic-based staff scheduling, taking the product from counting visits to recommending how to improve performance.
- Overhauled the iOS and Android apps, cutting the steps between opening the app and seeing a store's current numbers.

Experience continues on page 2 →

EDUCATION

Georgia Institute of Technology

M.S. Human-Computer Interaction, Computing Specialization

Atlanta, GA · 2009 – 2011 · 4.0 GPA

Duke University

B.S. Electrical & Computer Engineering · Certificate in Information Science & Studies

Durham, NC · 2005 – 2009

3.74 GPA · Dean's List · HKN Honor Society · Study abroad: UNSW Sydney

PROJECTS

Gallivant

Sacramento events guide, designed and built solo with Claude Code. Two dozen collectors plus AI extraction keep listings current and source-checked.

sac.gallivant.city

Pop Choir practice tracks

Mobile-first rehearsal site for a 300-singer choir, replacing the per-part file distribution I used to run by hand.

vedrana.net/#projects

OFF THE CLOCK

- 🎵 Singing (Sacramento Pop Choir and Poppies a cappella ensemble) & piano
- 🎲 Boardgames, trivia, & escape rooms
- ✈️ Travel
- ⛺ Camping, hiking, biking, & skiing
- 🍳 Food & cooking
- 🎬 Sci-fi, horror, & thrillers

RetailNext · *continued from page 1*

Senior Product Manager — 2016 – 2019

- Introduced the company's first prescriptive analytics product, which recommended actions to store managers rather than only reporting what happened, and added peer benchmarking and machine-learning traffic forecasts.
- Built core parts of the cloud product during the company's multi-year transition off on-premise, from device configuration to the dashboards customers used daily.

Product Manager — 2015 – 2016

- Shipped user-facing features across loss prevention, store operations, and reporting, owning each from requirements through QA and release.
- Defined UX from customer input, engineering constraints, and stakeholder feedback, delivering the wireframes, specs, and high-fidelity mockups that engineering built and shipped.

fuseproject · San Francisco, CA — 2014 – 2015

Program Manager II

- Ran programs for clients including Starbucks and NBCUniversal, spanning business strategy, web design, product UX, industrial design, and branding.
- Developed UX architecture and product strategy alongside the multidisciplinary design team.
- Owned scope, timelines, budget, and digital production for life-sciences company Fluidigm's rebrand and product launch, a high-visibility deliverable spanning brand, product, and web.

Microsoft · Redmond, WA — 2011 – 2014

Program Manager, Xbox One

- Drove the client/UI side of text search, voice search, and details pages as part of the Xbox One launch team, from early concept to millions of players worldwide.
- Designed search for the living room, where a controller and Kinect voice replaced the keyboard and the screen sat ten feet away.
- Produced and presented UX models, wireframes, and specs, iterating on user research and feedback.

Georgia Tech · Research Network Operations Center · Atlanta, GA — 2010 – 2011

Research Assistant

- Designed and built GTmob, a crowdsourced mobile widget portal for the Georgia Tech community.
- Created a news viewer widget for a TV platform, maintained the center's websites, and supported day-to-day lab operations.