

VEDRANA NOVOSEL

Product Leader ✨ UX Designer ✨ Maker

✨ CONTACT

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Location

Sacramento, CA · seeking remote roles

✨ SKILLS

Product

Product strategy

Roadmapping

Discovery

Spec writing

A/B testing & experiments

Privacy by design

Team leadership

Design & UX

UX architecture

Interaction design

Wireframing

Prototyping

Hi-fi mockups

Information architecture

Design systems

User research

Visual design

AI & Tools

Claude & Claude Code

AI-assisted prototyping

Figma

Jira

Confluence

Pendo

Technical

HTML / CSS / JS

Data analytics

Usability testing

Speaks fluent engineer

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.
- ▶ Own the full product portfolio, spanning entrance traffic measurement, shopper journey analytics, staff optimization, and asset protection, plus configuration and internal tools for operational efficiency.
- ▶ 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 the PM team while staying hands-on, coaching PMs on discovery, spec quality, design craft, and collaboration with customers and cross-functional teams.
- ▶ Partner with executive, engineering, and go-to-market leadership to prioritize investment and drive execution from roadmap through launch.
- ▶ Bring AI into everyday product practice: AI-assisted discovery, spec and documentation writing, and rapid concept prototyping with LLM tools before committing engineering time.

Director of Product Management

2019 – 2022

- ▶ Grew and managed a team of junior and seasoned PMs, setting priorities, mentoring on craft, and establishing consistent processes for discovery, delivery, and iteration.
- ▶ Led development of key platform capabilities, including full-path shopper journey tracking and visualization, new dashboards for store performance and traffic-based staff scheduling, and more.
- ▶ Owned the product roadmap through a period of significant company growth, coordinating tightly with engineering and go-to-market teams.

Experience continues on page 2 →

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

✧ 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

- ▶ Expanded from individual feature ownership to leading multiple product areas across the analytics platform.
- ▶ Translated complex retail operational workflows into clear, scalable product requirements.

Product Manager

2015 – 2016

- ▶ Shipped multiple user-facing features for the web-based analytics product, 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.
- ▶ Managed the development backlog and wrote customer-facing product documentation.

● fuseproject · San Francisco, CA

2014 – 2015

Program Manager II

- ▶ Managed end-to-end delivery and relationships for clients including Starbucks and NBCUniversal across business strategy, web design, product UX, industrial design, and branding projects.
- ▶ Contributed UX architectures, user stories, wireframes, and strategy documents alongside a multidisciplinary design team, providing detailed feedback across all aspects of the design work.
- ▶ Negotiated scope, estimated timelines and budgets, and wrote SOWs for new engagements.
- ▶ Led 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 on Xbox One from early concept through public launch to millions of players worldwide.
- ▶ Defined goals, UX, and feature requirements grounded in a deep understanding of the platform and its constraints.
- ▶ Produced and presented UX models, wireframes, and specs; iterated based on user research and feedback.
- ▶ Collaborated with design and partner teams to manage dependencies and deliver coherent end-to-end experiences.

● 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.
- ▶ Maintained the lab's websites, built a news viewer widget for a TV platform, and helped manage day-to-day lab operations.