Nikola Đorđević Togoev

Lead Product Designer · Berlin, Germany

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Summary

Lead Product Designer with 12 years designing complex products in fintech, B2B ordering and logistics. At Trade Republic I designed the Web Terminal for active investors. At Choco I led the ordering redesign behind the white label platform, aligning five cross functional teams through a Flutter migration, and set up the white label rollout: a new brand set up the same day instead of several days by hand. Built the Leaf Logistics design system from zero and co-led Choco's semantic color system. Mentor on ADPList; prototypes in code with AI tools.

Experience

Trade Republic · Senior Product Designer

Oct 2025 to Oct 2026 · Berlin

- Redesigned the Web Terminal's component system and all thirteen widgets with a team of about 15, from redesign to launch in eight months (live July 2026): interaction details, states and edge cases for charting, screeners and live market data.
- Ran workshops and reviews with engineers to close the gaps between concept and build, including layout rules for the adjustable multi panel workspace.
- Contributed trading specific components and patterns to the Web UI Kit with the design system team.

Choco · Lead Product Designer

May 2024 to Mar 2025 · Berlin · promoted while leading the ordering redesign

- Led the ordering redesign and White Label across the Buyer Ordering domain, aligning five cross functional teams.
- Set the design direction for the Flutter migration and the first white label ordering apps for distributors.
- Cut order errors by 60% in the ordering redesign pilot.
- Established the white label rollout process: a new brand set up the same day instead of several days by hand.

Choco · Senior Product Designer

May 2022 to May 2024 · Berlin

- Redesigned web ordering for restaurant groups; web orders grew nearly 5x in four months.
- Redesigned the product cell in the ordering flow, raising order completion from 72.8% to 80.2%.
- Co-led the semantic color system that enabled the largest contract to date.
- Designed the paywall flow for Choco Premium, a paid plan for suppliers: 46% conversion in the first month.

Leaf Logistics · First in house Product Designer

Aug 2019 to Apr 2022 · Remote (Belgrade, Berlin, New York) · via HTEC Group until Jun 2020, then hired directly

- First in house designer at a New York based freight contracting platform (Series B, 2022); shaped its product and design foundation.
- Built the design system and design principles from zero.
- Designed carrier, shipper and admin tools with data science teams working on predictive route optimization.

ScholarshipOwl / Apply.me · Design Team Lead

Dec 2014 to Oct 2017 · Belgrade · via Kudos until Apr 2016

- Led a team of seven across iOS, Android and web.
- Created the Apply.me brand and the ScholarshipOwl rebrand; built reusable component systems.

Earlier and freelance

FLV (2017 to 2018, 2025), Computer Rock (2019), Jobbrs (2014): web, brand and motion design.

Skills

- **Leadership:** product vision and roadmap, cross team alignment, design critique, mentoring, hiring input
- **Design:** design systems and tokens, interaction design, complex data and B2B interfaces, mobile and web
- **Research:** user interviews, usability testing (Maze), product analytics (Amplitude, Looker), A/B testing
- **Prototyping:** Figma, prototypes in code (HTML, CSS, JavaScript) with AI tools such as Claude Code
- **Tools:** Figma, FigJam, Miro, Maze, Amplitude, Looker, Hotjar, Adobe Creative Suite

Education

- **MFA, Public Art and New Artistic Strategies** · Bauhaus University Weimar · 2010 to 2012 · scholarship of the Serbian Young Talents Fund “Dositeja”
- **BA, Painting** · University of Arts, Belgrade · 2006 to 2009

Languages

Serbian (native) · English (full professional) · German (B1, Goethe certificate)

Mentoring

Mentor on ADPList since 2023: portfolio reviews, interview preparation and remote collaboration.