

Katarina Trgovcevic

Passionate about crafting experiences that are useful, usable and deliver business value. Experienced in designing complex SaaS products, translating user research into strategy, and creating intuitive, scalable workflows.

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EXPERIENCE

Domain, Senior Product Designer

June 2021 — Current

Led design across B2B and B2C products in the Domain ecosystem, such as Real Time Agent, Commercial Real Estate, Skylight and Pricfinder.

- **Drove a 23-point NPS increase and a CSAT lift from 62.5 to 82.6** by establishing a customer feedback loop to inform targeted UX improvements.
- **Led end-to-end design for Real Time Agent on Web** - designing complex, localised workflows (e.g. Agreements, Contracts, permissions, archiving, integrations) across user roles, agencies and state requirements.
- **Built a design system, including libraries, components and tokens**, ensuring cross-platform consistency and alignment with the Domain Design System to accelerate development across iOS and Web.
- **Led UX for an ML-powered contract tagging MVP**, facilitating stakeholder alignment on problem definition and success metrics, reducing turnaround time from 8 hours to ~50 minutes and resolving a key NPS detractor.
- **Designed and facilitated 'Figma for Devs' workshops and implemented a design review column in Jira**, strengthening design + engineering collaboration, improving output quality and reducing rework.

Freelance, Web Design

Ongoing

Designing and building websites such as Sarah Stokes Coaching, using Cursor + Claude, Vercel and Git, or Webflow.

EDUCATION

UNSW, Bachelor of Media Arts

2016 - 2020

UNSW World Biennales Program (Italy and France)

New Colombo Plan Scholarship Recipient (Shanghai, China)

DESIGN SKILLS

Interaction Design, Visual Design, Accessibility (WCAG), Stakeholder Alignment, Behavioural Design, Prototyping, IA (Card Sorting, Tree Testing), User Interviews, Usability Testing, Surveys, A/B Testing

TECHNICAL FLUENCY

Claude Code, Github workflows, Vercel, HTML, CSS, Webflow, working knowledge of front-end web architecture

HONOURS & AWARDS

Women in Tech - Ingenious Innovator Award

2025

Domain Hackathon Winning Team

2021, 2023, 2024

Women in Tech - Rising Star Award

2023

Cheers for Peers Award Winner - Passion is Contagious category

2023

TOOLING

Figma, Mixpanel, Jira, Askable, Miro, Dovetail, Maze, Intercom, Hotjar, Optimal Workshop

MENTORING

UNSW Gateway Program

Mentor

2025

UNSW Career Discovery Mentor

2024