

CONTACT**Location**

Belgrade, Serbia
Open to remote

Email

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LinkedIn

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Portfolio

jakegr.pro

SKILLS**Research**

Interviews, usability testing,
synthesis

Design

User flows, wireframes,
prototyping

Accessibility

WCAG 2.2 AA, Dynamic Type

Tools

Figma, FigJam, Claude

EDUCATION**Google UX Design Certificate**

Coursera · 2026

CBT Practitioner Diploma

Psychodemia · 2025

**B.A., Organizational
Psychology**

Tolyatti State Univ. · 2024



Psychology taught me to listen, PR to make every word count, and hospitality to notice where things break. I bring all three to designing products people understand on the first try.

PROJECTS**Harbey**

Mobile + web · 2026

Grocery wayfinding and dietary safety

- Expanded a wayfinding brief after 3 of 5 interviewees raised dietary safety unprompted
- Ran 2 rounds of usability testing with 10 people; usability score (SUS) rose from 66.5 to 75
- Designed for low vision: both low-vision testers found products on their own

Leaph

iOS · 2026

Medication tracker for people taking 3+ medications a day

- Synthesized 70 reviews and videos into 22 themes
- Designed every core screen to reflow at the largest iOS text size
- Wrote 37 accessibility constraints before the first screen

Clearway

Responsive web · 2026

Driving-school portal, redesigned for New York

- Redesigned a driving school's site as a student portal around the US licensing path
- Mapped 5 user flows and their edge cases, and wrote all interface copy

MY PATH TO UX**CBT Practitioner**

Private practice · 2025 – 2026

One-to-one sessions taught me to ask without leading and to notice what people do, not just what they say. The core of user research, long before I moved into UX.

PR Manager

Freelance · 2023

Telling restaurants' stories to press and influencers taught me that people give you seconds, so every word has to earn its place.

Restaurant Manager

Hospitality · 2020 – 2023

Running a busy floor and its team taught me to see service as a journey, from the door to the bill, and to spot where it breaks.