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Education

Faculty of Electronic Engineering Niš, department: computer and informatics, sub department: software engineering
September 2005 – June 2016

Technical School Knjaževac - mechanical engineering for computer construction,
June 2005

Awards

May award for the achieved results at the district and republic competition for Mechanical Engineering for computer construct
17. May 2005

Languages

Serbian - Mother Tongue
English – excellent
German - basic

Work experience

Product Manager, Rute INC

Remote

[\[more info\]](#)

April 2024 – Current

Technologies: Atlassian Jira, Atlassian Product Discovery, Google Workspace, Figma, Miro

Experience: Led three product initiatives in a startup environment, with full ownership of one core project from discovery to launch. Oversaw a cross-functional team of over 25 people, including frontend, backend, QA, and design.

Defined the product roadmap, set priorities, and coordinated releases while optimizing workflows and improving team efficiency. Worked closely with beta testers—presenting features, gathering feedback, and converting insights into actionable items.

Defined team roles, established internal processes and a rulebook, and was responsible for hiring, performance monitoring, and making key team structure decisions.

Technical Project Manager, Better Collective

Niš, Serbia

[\[more info\]](#)

July 2023 – October 2024

Technologies: Monday.com, Jira, Confluence, Trello, Mural, Miro

Experience: Leading 2 agile teams, my responsibilities included creating roadmaps, writing tasks, prioritizing, and discussing goals with stakeholders.

Team 1 consisted of 4 developers and was working with WordPress, creating custom templates for displaying and tracking affiliate links, as well as developing a web application for managing and setting affiliate links and banners.

Team 2 comprised 7 members (5 developers, 1 QA, and 1 Designer) and was responsible for developing a web application using React to manage banners and modals on web pages.

Scrum Master, Better Collective [\[more info\]](#)
Niš, Serbia **June 2021 – July 2023**
Technologies: Monday.com, Jira, Confluence, Trello, Mural, Miro
Experience: I was a Scrum Master leading two agile teams using the Scrum framework. Each project had its own Product Owner.
Team 1 consisted of 5 developers and Product Owner. The team was tasked with developing an API and web interface for mapping affiliate links with tracking links. Links with trackers were served over the API.
Team 2 consisted of 4 developers and Product Owner. Their objective was to develop an API and web interface for creating banners and modals to serve affiliate links from partners.

Senior Web Programmer, Better Collective [\[more info\]](#)
Niš, Serbia **May 2019 – June 2021**
Technologies: PHP, HTML, CSS, JavaScript (ES6), WordPress, React, npm, GitHub, Vagrant, CodeShip

Senior Web Developer, Better Collective [\[more info\]](#)
Niš, Serbia **November 2018 – April 2019**
Technologies: PHP, HTML, CSS, JavaScript (ES6), WordPress, npm, GitHub, Vagrant, CodeShip

Developer, Better Collective [\[more info\]](#)
Niš, Serbia **July 2018 – October 2019**
Technologies: PHP, HTML, CSS, JavaScript (ES6), WordPress, npm, GitHub, Vagrant, CodeShip

Web Developer, Better Collective [\[more info\]](#)
Niš, Serbia **March 2017 – Jun 2018**
Technologies: PHP, HTML, CSS, JavaScript (ES6), WordPress, npm, GitHub, Vagrant, CodeShip

Web Developer, Syntetic [\[more info\]](#)
Niš, Serbia **October 2016 – March 2017**
Technologies: PHP, HTML, CSS, JavaScript (ES6), WordPress, npm, GitHub, Vagrant, CodeShip

Web developer (Frontend & Backend), Shindiri Studio [\[more info\]](#)
Niš, Serbia **September 2014 – October 2016**
Technologies: PHP, HTML, CSS, JavaScript (ES6), WordPress, npm, GitHub, Vagrant, CodeShip

Project manager Network to success, Tourist Cluster Southeast Serbia Stara planina
Knjaževac, Serbia **June 2015 – June 2016**

Support Team Leader, Shindiri Studio [\[more info\]](#)
Niš, Serbia **Sep 2014 – Dec 2015**

Web programmer and System administrator, Nikistef DOO
Knjaževac, Serbia **2011 - 2021**

Professional practice, Accordia Group
Visualization team (ardor 3D), Niš **January – April 2013**

Pool Operator, Southern Management Corporation
New Carrollton - Baltimore, USA **May - September 2010**

Certificates

Professional Scrum Master I, [scrum.org](https://www.scrum.org)

November 2021

Seminars/Conferences

<i>BizIT</i> , Belgrade	2021
<i>Regional Scrum Gathering</i> , Belgrade	2021
<i>Professional Scrum Master Training</i> , scrum.org	2021
<i>WordCamp Europe</i> , Berlin	2019
<i>PHP Serbia</i> , Belgrade	2019
<i>Grow IT</i> , Novi Sad	2018
<i>WordCamp Europe</i> , Paris	2018
<i>IT Connect</i> , Niš	2018
<i>CODEstantine 3.0</i> , Niš	2018

Activities

Center for Creative Development Knjaževac, Founder	October 2004
Board of European Students of Technology - BEST Niš, member	November 2009
Board of European Students of Technology - BEST Niš, alumni member	December 2013
WordPress Meetup Niš, one of the founders	May 2016
WordCamp Niš, organizer	May 2019

Hobby

Photography
Hiking
Skiing
Bicycling