



Daria Mutic

PRODUCT & UX DESIGNER

 dariamutic.com

SUMMARY

Multidisciplinary designer with a background spanning fashion, brand, business and digital products. I bring a product-focused perspective to UX, combining research, concept development and visual design to turn complex needs into clear, thoughtful experiences.

CONTACT:

-  +47 939 32 630
-  dariamutic@gmail.com
-  Oslo, Norway

SKILLS:

- Product Thinking
- UX Design
- User Research
- Information Architecture
- User Flows
- Wireframing
- Prototyping
- Usability Testing
- Interaction Design
- Visual Design

LANGUAGE:

- Norwegian – Fluent
- English – Fluent
- Italian – Fluent
- Serbian – Native

TOOLS

Figma · Visily · Useberry · Canva
Adobe Creative Suite · Google Forms ·
SurveyMonkey

EXPERIENCE:

ASSISTANT BUYER 2015 – 2017

Piaff Boutique · Beirut, Lebanon

- Supported luxury and ready-to-wear buying across Milan and Paris
- Researched emerging brands, products and market opportunities
- Supported product selection, ordering and seasonal buying decisions
- Coordinated relationships with brands, vendors and internal teams

SHOWROOM SALES MANAGER 2014 – 2015

Mauro Grifoni · Milan, Italy

- Managed international wholesale clients during seasonal sales campaigns
- Advised buyers on product selection and collection positioning
- Gathered customer and market insights to support commercial decisions
- Contributed insights to product and collection development

CO-FOUNDER & MANAGING DIRECTOR 2009 – 2014

dMajuscule · Milan, Italy

- Co-founded and developed an independent fashion brand from concept to international distribution
- Led market research, business development, branding, wholesale and buyer relationships
- Coordinated manufacturers and commercial activities across international markets
- Managed a five-person team and contributed to overall product and brand strategy

EDUCATION:

UX DESIGN — PROFESSIONAL DEGREE

Noroff Higher Vocational College

2024 – 2026

60 Credits · Part-time

DIGITAL MARKETING — PROFESSIONAL DEGREE

Noroff Higher Vocational College

2020 – 2021

60 Credits · Full-time

DIGITAL CONTENT PRODUCTION — PROFESSIONAL DEGREE

Kristiania University College

2019 – 2020

60 Credits · Full-time

FASHION COMMUNICATION AND MANAGEMENT

Istituto Europeo di Design (IED) · Milan, Italy

2004 – 2007

RECOGNITION:

WHO IS ON NEXT? — FINALIST

Vogue Italia & AltaRoma · 2010

NÅLØYET — FINALIST

HENNE Magazine · Norway · 2011

UX / PRODUCT PROJECTS

TEMPO — FLEXIBLE STAFFING PLATFORM

UX / Product Designer · 2026

Two-sided mobile platform connecting students with hospitality businesses. Research, user flows, prototyping and usability testing with 20 participants.

LÜMA — SUSTAINABLE TRAVEL PLATFORM

UX / Product Designer · 2026

Slow-travel platform shaped through mixed-method research.

Designed mood-led discovery, sustainable travel planning and an AI concierge experience.

MOVEIT — CROSS-DEVICE FITNESS

EXPERIENCE

UX / Product Designer · 2026

Mobile and smartwatch fitness experience for busy professionals, focused on cross-device continuity, interaction design and reducing friction.

AIRBNB — DESKTOP SEARCH & FILTERS STUDY

UX Researcher · 2026

Moderated usability study exploring how travellers search, filter and compare Airbnb listings. Analysed user behaviour, friction and decision-making to identify opportunities for clearer search and filtering.

DAYBYDAY KIDS — FAMILY WELLBEING

TRACKER

UX / Product Designer · 2026

Mobile wellbeing concept helping parents capture everyday observations and recognise patterns over time. Developed the product structure, user flows, wireframes and high-fidelity prototype.