

## Professional Experience

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### Product Designer

Trajekt Sports | Canada | 2020-2021, 2025 (Contract)

- Redesigned an innovative MLB pitching machine UX/UI from concept to delivery, presenting prototypes, collaborating with cross-functional teams, and balancing product/business requirements.
- Identified inefficiencies to introduce new structures for content hierarchy and improved workflows.
- Conducted competitor, market, and user research to inform design decisions and validate new concepts.
- Balanced the project scope with available development resources and capabilities to meet delivery timelines.

### Sales & Custom Hardgoods - Snow Sports

Rhythm Japan and Vail Resorts | Japan and Canada | 2022-2025

- Modified and sold outdoor products such as: skis, boards, boots, touring accessories, packs, and gloves.
- Gathered frontline insights on seasonal buying behaviour, customer expectations, and brand perceptions.

### Product Manager

Castor EDC | Netherlands | 2018

- Maintained the roadmap, backlog grooming, and ticket prioritization for a SaaS platform's Agile workflow.
- Supported designers, marketers, copywriters, and engineers to meet deadlines, with minimal roadblocks.
- Launched a new marketing site, overseeing product content, alignment, and external vendor relationships.
- Synthesized customer feedback and translated insights into product improvements and actionable backlog items.

### Business Intelligence Analyst

Interac | Canada | 2017

- Designed and developed an internal Python-based Business Intelligence tool with dashboards and reports.
- Communicated data stories through leading KPIs, drill downs, and modern visualization techniques.

## Skills

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**Product Management:** Agile (Scrum, Kanban), PLM, roadmapping, prioritization, requirements definition.

**Product Development:** User research, prototyping, specification writing, workflow optimization, collaboration.

**Tools:** Jira, Confluence, Autodesk AutoCAD & Fusion, Blender, Figma, Zoho CRM, Microsoft Office, CMS.

**Analytics:** Excel (VBA), PowerBI, Google Analytics, Python, data-driven decision making.

## Education

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### Bachelor of Applied Science, Management Engineering

University of Waterloo | Canada | 2014-2019

**Focus:** PM methodologies, continuous improvement, materials science, logistics, cross-functional collaboration.

## Projects

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### Robson Skis - [martinnajdovski.com/projects/robson-skis](http://martinnajdovski.com/projects/robson-skis)

- Developed a concept ski model with a plan outlining target users, product positioning, and feature differentiation.
- Created cost considerations and researched potential manufacturing partners and material options.
- Consulted with experienced ski designers; currently iterating specifications for prototyping.