Goran Babarogić

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Summary

Goran is a versatile product designer with 12 years of experience in the design industry, offering a unique blend of skills and expertise. With a strong foundation in UI/UX design, Front-End Development, business analysis, and project management, Goran excels at orchestrating successful projects from inception to completion.

His multidisciplinary approach enables Goran to see the bigger picture, encompassing branding, design, marketing, and copywriting aspects within his problem-solving repertoire.

Experience

Product Design Consultant
Nicey Consulting
Jun 2016 - Present (7 years 11 months)
• Established and operated a Product, UX, UI, and Development work & consultancy for 7 years

Senior Product Designer
Comet
Oct 2023 - Feb 2024 (5 months)
• Redesigned the navigation system for Comet ML's platform, enhancing user experience by streamlining access to key features and improving overall usability.
• Incorporating user feedback and testing to create an intuitive Comet ML's tools and capabilities.
• Conducted in-depth user interviews and testing sessions, identifying and addressing key UX challenges, which significantly increased the discoverability and usability of advanced features in the Comet ML platform.

Lead Product Designer
Omnisafe
Mar 2023 - Oct 2023 (8 months)
• Led UX/UI design team at Omnisafe, a German insurance company as Lead Product Designer and UX/UI Department Leader.
• Orchestrated stakeholder communication and collaboration with developers to ensure seamless project progress.
• Led the creation of a scalable design system, optimizing design efficiency and consistency, built from ground up with 99% utilization.
• Successfully designed and conceptualized an internal CRM System tool within a demanding timeframe.
• Positioned the CRM tool for future market expansion, targeting external insurance companies for potential adoption.

Product Designer
Geonode

Apr 2021 - Apr 2023 (2 years 1 month)
• Created a consistent design system for both the dashboard and web to ease future upgrading.
• Collaborated closely with product department to deliver exceptional outcomes and seamless user experiences.
• Facilitated design sprints to ideate and develop cutting-edge solutions for our clients.
• Worked closely with the development department on implementation.
• Orchestrated and managed the design department, ensuring that the project was executed with precision.

UX/UI Designer
Fintelli
Oct 2021 - Oct 2022 (1 year 1 month)

Lead UX/UI Designer
Truely.com
Jan 2019 - Mar 2021 (2 years 3 months)
• Collaborated with the key stakeholders on creating a platform that processed user reviews from various sources and separated the fake from the real ones.
• Conducted regular user testing, resulting in continuous improvements to our product.
• Created a process for monitoring user experience outcomes and metrics to further improve the product.
• Developed and implemented a comprehensive design system to improve the user experience.
• Collaborated closely with developers to ensure seamless integration of design and functionality.
• Mentored and led a team of junior designers, fostering their growth and development.

Co-Founder (Acquired by Brandium Inc.)
Brandingmag
Jan 2011 - Jun 2015 (4 years 6 months)

Education

Faculty of Technical Sciences, University of Novi Sad
Graphic Engineering and Design
2010 - 2012

Higher Technical School of Professional Studies in Novi Sad
Bachelor, Web Design
2012 - 2015

Technic High School "Mileva Maric-Ajnstajn"
Bachelor of Fine Arts - BFA, Graphic Design
2006 - 2010

Licenses & Certifications

Advanced Front-End Developer - Smarth School
17-594

PHP & MySQL - Smarth School
17-462

AngularJS - Smarth School
18-298

Product Psychology Masterclass - Growth.Design

Skills

User Interviews • Customer Relationship Management (CRM) • Design Team Coordination • Design Assistance • Cross-functional Communication • Technical Requirements • User Requirements • Design Tools • Design System • Mentoring