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Top Skills

iOS Design
Android Design
Data-driven Decision Making

Certifications

PHP & MySQL
Advanced Front-End Developer
Product Psychology Masterclass
AngularJS

Goran Babarogić

Product Designer & Framer Developer
Novi Sad, Vojvodina, Serbia

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

Nicey Studio

Design Director

June 2016 - Present (8 years 10 months)

Serbia, Novi Sad

- Established and operated a Product, UX, UI, Development work & consultancy for 8 years

Xap

Product Designer

November 2024 - Present (5 months)

Australia

Rebuilding the Guardian App

Colgate-Palmolive

UI/UX Designer

October 2024 - March 2025 (6 months)

New York, New York, United States

Worked on an AI Powered innovation platform for a fortune 500 conglomerate in the consumer goods sector.

Samsung Food

Product Design Consultant

August 2024 - December 2024 (5 months)

Birmingham, England, United Kingdom

- Organized and standardized the Design Master File (DMF) in Figma, improving structure and usability for the design team.
- Created templates for key screens and user journeys, ensuring consistency with the design system.
- Reviewed and cleaned up existing designs, ensuring accuracy across web, Android, and iOS platforms.

FLYR for Hospitality

Senior Product Designer

May 2024 - November 2024 (7 months)

San Francisco, California, United States

- Led UX/UI Design for the Group Quotation tool, collaborating with product managers and front-end engineers to enhance the group booking experience for hotel partners. This included refining the user experience to streamline the group booking process.
- Implemented an in-app collaboration and notification system for the Groups and Planning sections of the platform, enhancing team communication, streamlining workflows, and supporting decision-making for revenue management teams in the hospitality industry.
- Designed and implemented KPI metrics, such as expandable profitability metrics, providing hotels with detailed insights into group revenue and incremental profit. Added intuitive design elements to highlight essential financial metrics like exclusive and inclusive VAT, aiding hotel partners in informed decision-making.

Comet

Senior Product Designer

October 2023 - February 2024 (5 months)

Tel Aviv District, Israel

- 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.

Omnisafe

Lead Product Designer & Design System

March 2023 - October 2023 (8 months)

Düsseldorf, North Rhine-Westphalia, Germany

- 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.

Geonode

Design Lead

April 2021 - April 2023 (2 years 1 month)

Lisbon, Portugal

- 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.

Fintelli

UX/UI Designer

October 2021 - October 2022 (1 year 1 month)

London, England, United Kingdom

- Conducted user interviews, surveys, and analyzed in-app analytics to identify pain points and user needs.
- Designed low-fidelity wireframes and high-fidelity interactive prototypes, refining them with user feedback.
- Performed usability testing with diverse user groups to validate and improve the design.

- Developed a cohesive visual language and created a style guide to ensure design consistency.
- Coordinated handoff and communication with developers to ensure implementation of designs.

Truely.com

Lead UX/UI Designer

January 2019 - March 2021 (2 years 3 months)

Lisbon, Portugal

- 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.

Brandingmag

Co-Founder (Acquired by Brandium Inc.)

January 2011 - June 2015 (4 years 6 months)

Belgrade

- Co-founder of BrandingMag, an independent publisher shaping the global dialogue on branding and culture.
- Led the establishment and management of teams, overseeing operations from inception to growth.
- Served as Creative Director, driving the creative vision and ensuring brand integrity across all platforms.

Education

Faculty of Technical Sciences, University of Novi Sad

Graphic Engineering and Design · (2010 - 2012)

Higher Technical School of Professional Studies in Novi Sad

Web Design · (2012 - 2015)

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