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(LinkedIn)

babarogic.com (Personal)

nicey.studio (Company)

Top Skills

Branding

Cursor AI

Vibe Coding

Certifications

PHP & MySQL

Advanced Front-End Developer

Product Psychology Masterclass

AngularJS

Goran Babarogić

0→1 Product Designer & Design System Engineer • 15 Years in UX, Brand, Product and Design Systems at scale

Novi Sad, Vojvodina, Serbia

Summary

Early-stage products don't usually fail because of bad UI. They fail because the thinking behind them is fragmented. I work with founders and product teams to bring structure to early-stage SaaS and AI products turning scattered ideas, unclear scope, and workflow complexity into scalable product systems. My process starts with mapping the system: externalizing mental models, clarifying product logic, defining scope boundaries, and identifying structural gaps. Only then do we design the interface. I also work with teams on design systems built for the way modern teams actually ship. Most systems fail not because they're poorly designed, but because they're not structured for the tools teams use. I build token-based systems where Figma and code stay in sync, and where AI development tools like Cursor and Copilot can actually read and apply the system, cutting the gap between design intent and shipped output. With 12+ years across product design, front-end, AI-driven platforms, and design systems, I operate at the intersection of strategy and execution from discovery and architecture to high-quality delivery. As co-founder of Nicey, I help teams move from 0→1 with clarity, speed, and confidence whether building from scratch, restructuring a complex SaaS platform, or modernizing systems that no longer scale. I'm typically brought in when: - the product feels messy or hard to explain - scope keeps expanding without direction - workflows are complex and brittle - the team needs structure before scaling - the design system exists but Figma and code have drifted apart - the team wants to use AI dev tools but the system isn't built to support them

Experience

Nicey

Co-Founder • Product Design Director

June 2016 - Present (10 years 2 months)

Serbia, Novi Sad

Built and led Nicey as a product and UX consultancy, owning strategy, design, branding and delivery across SaaS, fintech, AI, and enterprise products.
Official Framer agency partner.

Clerky

Design System Engineer

May 2026 - Present (3 months)

Led design system strategy and implementation for a legal tech platform, bridging design and engineering through tokens, components, and design-to-code tooling built to be consumed reliably by AI agents.

Finiti Legal

Design Engineer

November 2025 - Present (9 months)

Founding designer shaping the product and brand of an AI-powered SEC disclosure platform, built for capital markets lawyers at firms including Kirkland & Ellis and White & Case, from initial concept through v1 pilot.

QBench

Design Engineer

June 2025 - Present (1 year 2 months)

Redesigning QBench's legacy platform, building a design system from scratch structured for Figma-to-code handoff for AI agents, and shipping a status workflow feature to bridge design and engineering.

Framer

Pro Expert • Agency Partner

January 2023 - Present (3 years 7 months)

Amsterdam

Toptal

Product Designer • Top 3% of the World's Talent™

August 2022 - Present (4 years)

Everbreed

Product Designer

February 2025 - May 2026 (1 year 4 months)

Leading the full redesign of Everbreed's web and mobile app, restructuring product architecture through workshops, defining new user personas, and

shipping new features that scale. Currently building an AI-powered design system to close the gap between design and engineering.

Hoot App, Inc.

Design Lead

May 2025 - February 2026 (10 months)

Leading the end-to-end product experience design for Hoot, a real-time, location-based social platform that connects people through presence in the physical world. Driving design strategy, user journeys, and identity systems that blend trust, safety, and spontaneity to create meaningful in-person connections.

Xap

Product Designer

November 2024 - April 2025 (6 months)

Australia

Led the UX strategy and design for XapCare's mobile casual booking experience, simplifying complex childcare scheduling into an intuitive, pre-filled flow for parents.

Colgate-Palmolive

Product Designer

October 2024 - March 2025 (6 months)

New York, NY

Designed the end-to-end UX for an internal GenAI platform at a Fortune 500 consumer goods company. Worked across ideation workflows, AI-assisted generation flows, and the core product interface from early concepts through high-fidelity delivery.

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 Specialist

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

Founding Designer & 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

Founding Designer & Design Lead

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)