

## Contact

381 65 3899 700 (Mobile)  
goran@babarogic.com

www.linkedin.com/in/babarogic  
(LinkedIn)  
babarogic.com (Personal)

## Top Skills

Information Architecture  
Visual Design  
Information System Design

## Certifications

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

# Goran Babarogić

Product Designer • Framer Expert  
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

FLYR for Hospitality  
Senior Product Designer  
May 2024 - Present (3 months)  
London Area, United Kingdom

- Collaborating with product management and front-end engineers to refine and iterate in Reporting part of the platform.
- Conducting user-centric research to gather insights and feedback, integrating them into the design process.
- Supporting the product manager in presenting designs to strategic customers for prototype testing.
- Developing and refining UI components using the ANT design system.
- Facilitating the iterative design process to continually improve solutions based on user interaction and feedback.

Nicey Studio  
Product Design Consultant  
June 2016 - Present (8 years 2 months)  
Serbia, Novi Sad

- Established and operated a Product, UX, UI, and Development work & consultancy for 7 years

## 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

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)