



# Filip Rastovic

## PROFILE

Name	Filip Rastovic
Year of Birth	1993
Languages	English / Serbian

## CONTACT

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I grew up in Sremska Kamenica, suburban neighborhood of Novi Sad, where I also finished elementary school. As a kid I would spend my time making toys, reading comics, epic fantasy novels and playing video games. During high school, I played guitar in the school orchestra, worked on technical support and special effects for the school theatre and designed bunch of animated powerpoint presentations. During college I started developing small video games as a hobby and began my career as a freelancer utilizing everything I've learned through education and on my own. I'm passionate about technology and developing creative solutions to whichever problem I come across. I'm an avid reader and music lover.

## Professional Resume

## EXPERIENCE

2012 - present

### Web Developer - Designer

[HTML/CSS/JavaScript/PHP/WordPress/Adobe XD/Photoshop](#)

Over 6 years of web development (HTML, CSS, JavaScript, php) and web design (UX, UI, IxD/HCI/HF/UxD/IA) experience using different tools: Photoshop / Adobe XD/ Illustrator / Unbounce. I put huge emphasis on determining user needs through UX research to build UX/UI that solves user problem, fits the market and is easy to use. My specializations are conversion centered and persuasive design of landing pages / click funnels that generate leads, design and development of websites / web apps for small to mid-sized businesses and gamification of your software. I also run A/b tests on my designs using analytics and heatmaps, analyze the data and change the design so it satisfies your audience. My clients are webpreneurs, agencies, startups and small to mid-sized businesses in a need of better software solutions. I design video games as a hobby – a Silicon Valley publisher has published my games and thousands of gamers play them daily.

## EDUCATION

2012-2016

### Faculty of Technical Sciences

[Computing and Control Engineering](#)

Department of applied computer science and informatics. I have understanding of data structures, computer architecture, object oriented programming, design patterns, software engineering methodologies and web development concepts. I'm also familiar with HCI concepts, machine learning and web security.

2008-2012

### "Svetozar Marković" Gymnasium

[Novi Sad](#)

General course.

## PROFESSIONAL SKILLS

HTML5	JavaScript	Wordpress	UX/UI Design
CSS3	jQuery	Photoshop	Usability Testing
Bootstrap	php	Adobe XD	Landing Pages
SCSS	git	Mailchimp	Gamification

## HOBBIES AND INTERESTS



GAME  
DEVELOPMENT



CLASSIC  
LITERATURE



GUITAR



COMPUTERS



OUTDOORS



TRAVELS