

Dejan Babić

Senior Front-End Developer (Vue.js & React)

PORTFOLIO

I build modern web applications with refined UI, seamless UX, and AI-powered workflows.

SPECIALIZATION:

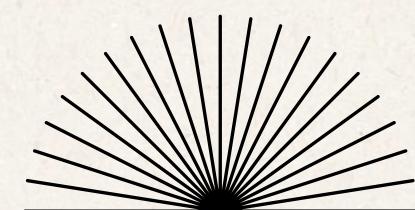
Front-End Engineering • Vue.js •
React • AI Integrations

INDUSTRIES:

Tech • Research & Insights •
Retail • SaaS Platforms

TOOLS & STACK:

Vue 3, React 19, Vite, Tailwind,
Ant Design, Redux Toolkit,
TanStack Query, AI tools



Portfolio Contents

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23	Presentation & Landing Websites

About me

Hi, I'm Dejan, a Senior Front-End Developer with over 12 years of experience building fast, reliable, and visually refined web applications.

I combine solid engineering with thoughtful UI/UX to deliver products that are both high-performing and intuitive. Every interaction and detail matters.

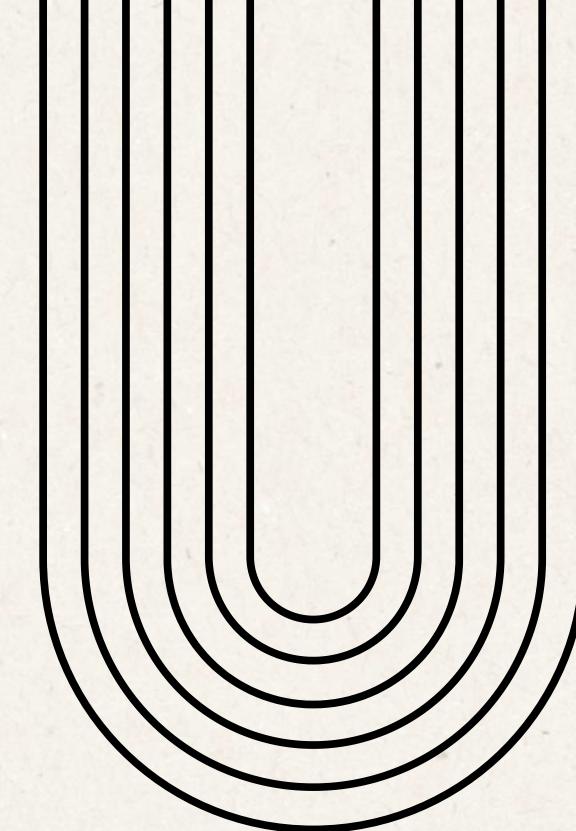
I work daily with Vue.js, React, Tailwind, Vite, Redux Toolkit, TanStack Query, Ant Design, and modern AI tools like ChatGPT (OpenAI), Cursor, and Lovable.dev to build efficiently and iterate quickly.

Beyond front-end development, I also integrate AI APIs, build lightweight Node/Express backends, and automate workflows to enhance product intelligence and scalability.

I enjoy turning ideas into polished, production-ready experiences – combining clean code, consistent design systems, and smooth motion.

If you're looking for someone who codes with precision, designs with intent, and uses AI to accelerate results, I'd be glad to connect.

Key Professional Highlights



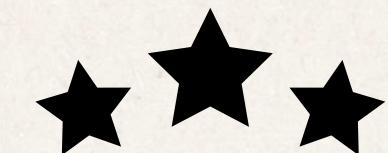
12+ Years Experience

Full-time front-end developer experience building production apps.



2,200+ Hours on Upwork

Proven delivery for global clients

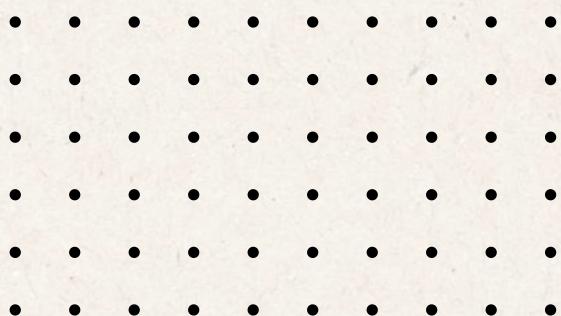


4.9★ Upwork Rating

Strong client satisfaction and trust

Featured React Projects

Note: The screenshots presented here showcase only a small portion of the product. Each project includes significantly more screens, flows that cannot be fully shown in this brief preview.



React | Pack Performance Evaluation Platform

WEB APP FOR PRODUCT PACKAGING EVALUATION

OVERVIEW

PackAI helps research teams evaluate product packaging performance across shelves and markets.

Users upload pack images, configure pricing & shelf settings, and get AI-generated performance insights in real time

MY ROLE

Senior Front-End Developer + UI/UX Design

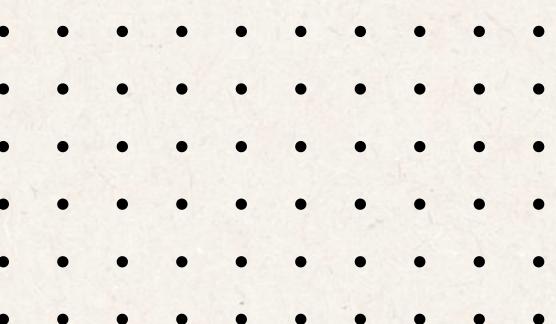
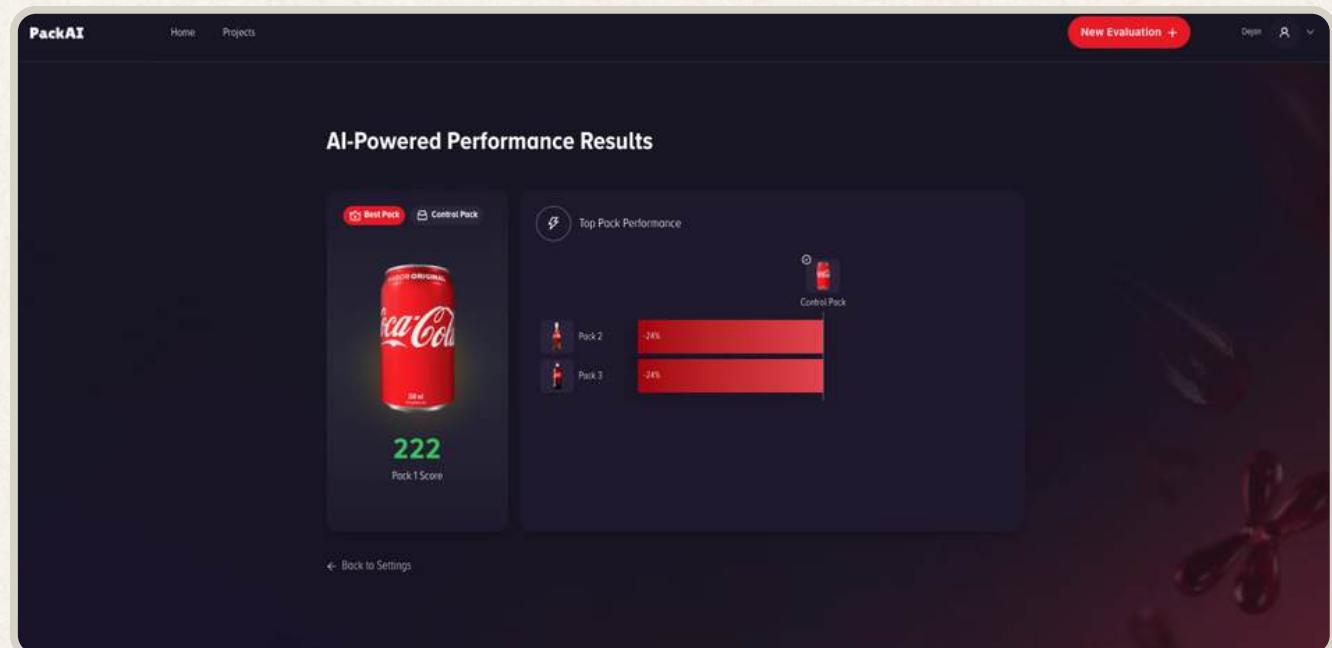
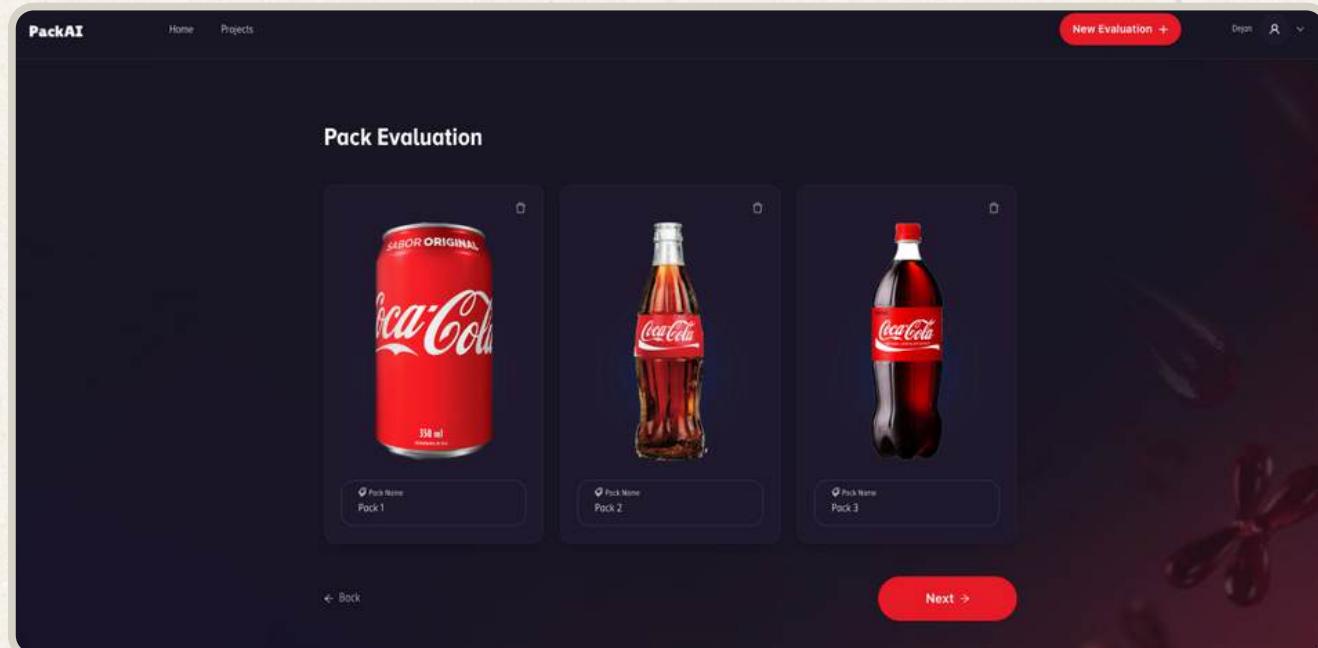
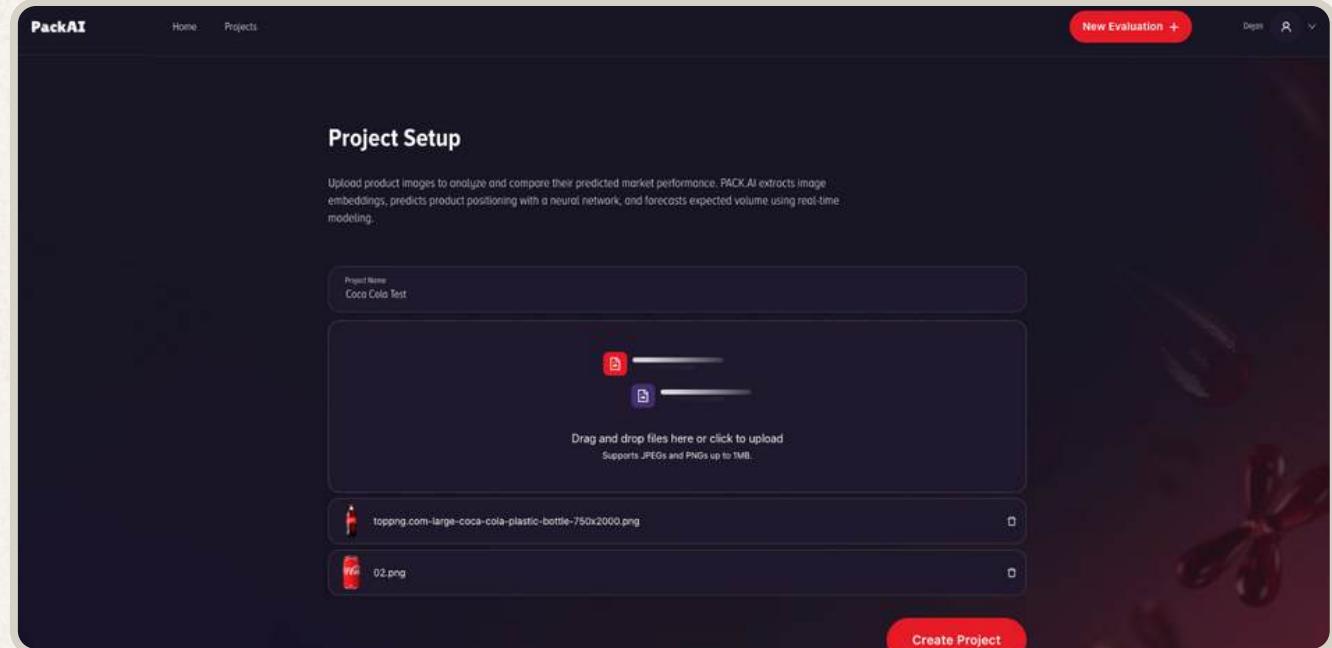
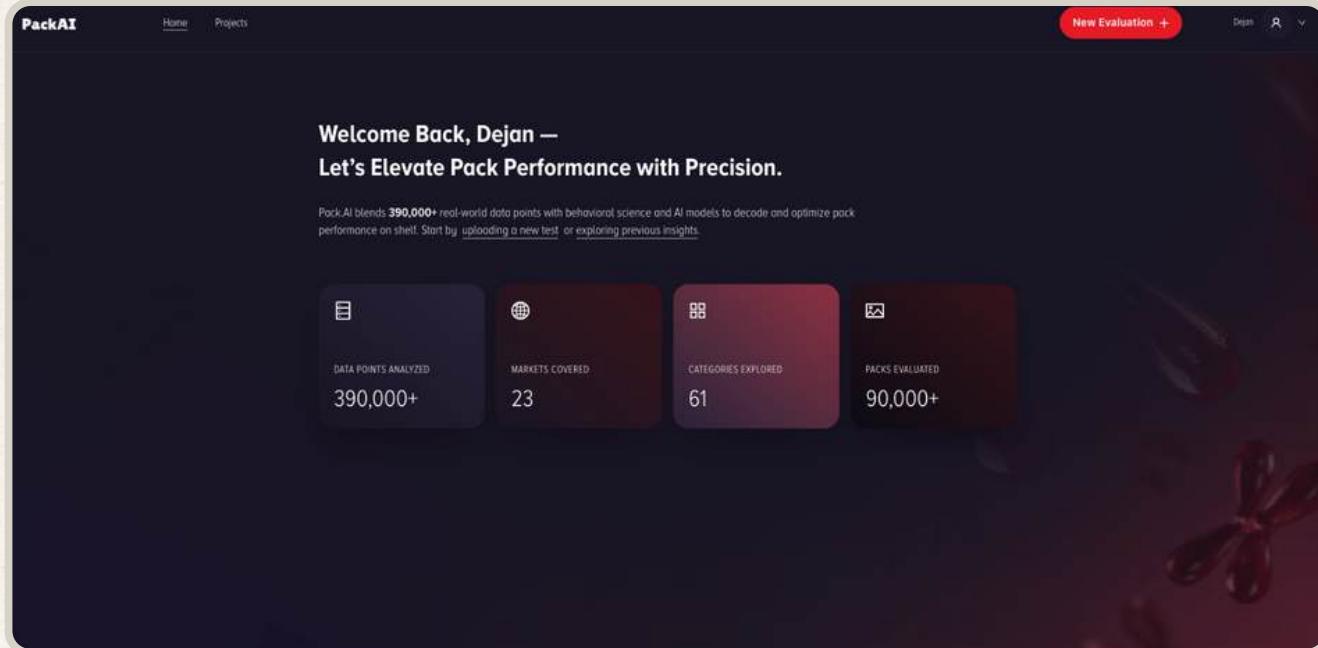
- Designed complete UI & user flow
- Built full front-end from scratch
- Architected reusable components & dark theme system
- Integrated AI-based scoring and interactive shelf UI

TECH STACK

React 19 · Redux Toolkit · TanStack Query · Tailwind · Ant Design · Vite · Modern Design System · Performance Optimizations

React | Pack Performance Evaluation Platform

A SMALL SELECTION OF SCREENS FROM THE FULL APPLICATION



React | Admin Dashboard & User Management Platform

08

MULTI-APPLICATION ADMIN DASHBOARD FOR USER & ACCESS MANAGEMENT

OVERVIEW

A full-featured admin platform built to manage users, applications, and system analytics across multiple internal tools. The dashboard includes real-time statistics, role-based access control, user provisioning, and activity tracking -- all wrapped in a clean, modern and responsive interface.

MY ROLE

Senior Front-End Developer + UI/UX Design

- Designed complete UI & user flow
- Built full front-end from scratch
- Architected reusable components & dark theme system
- Integrated AI-based scoring and interactive shelf UI

TECH STACK

React 19 · Redux Toolkit · TanStack Query · Tailwind · Ant Design · Vite · Modern Design System · Performance Optimizations

React | Admin Dashboard & User Management Platform

09

A SMALL SELECTION OF SCREENS FROM THE FULL APPLICATION

Dashboard

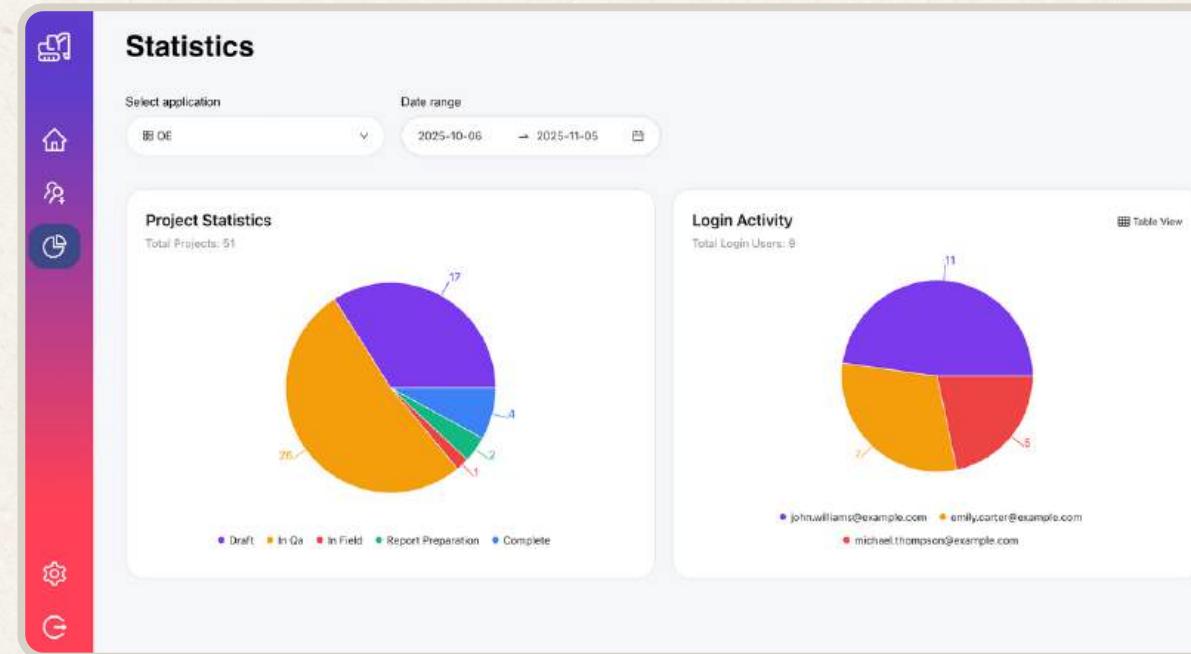
Select application

Statistics

Total Users 512 Total number of users across the selected application(s).	Active Users 374 Number of active users.	Inactive Users 138 Number of inactive users.	New Users 4 Number of newly registered users for the last 30 days.
----------------------------------------------------------------------------------------	-------------------------------------------------------	-----------------------------------------------------------	---------------------------------------------------------------------------------

Users

NAME	EMAIL	APPLICATIONS
Williams	john.williams@example.com	Pack app
Emily Carter	emily.carter@example.com	Pack app
Michael Thompson	michael.thompson@example.com	Pack app OE Invoice app



Add User

Application Selection

You must select at least one application to proceed to the next step.

Select Applications

Statistics

Select application Date range -

Profile Settings

Your new password must be at least 8 characters long and include at least one special character.

Current Password

New Password

Confirm Password

Settings

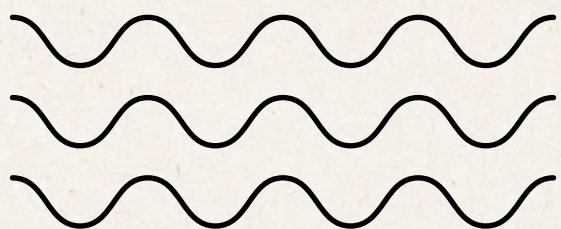
Add New Admin User

Project Statistics Total Projects: 5

Complete Draft In QA In Field Report Preparation

Featured Vue.js Projects

Note: The screenshots presented here showcase only a small portion of the product. Each project includes significantly more screens, flows that cannot be fully shown in this brief preview.



Vue.js | Virtual Shelf Builder

WEB APP FOR INTERACTIVE PLANOGRAM SIMULATION

OVERVIEW

A virtual planogram tool where users upload product data (CSV/PSA) and instantly generate realistic retail shelves.

The system auto-renders products with images and sizes, and users can drag, resize, duplicate, stack, adjust spacing, change shelf styles, create multiple versions, and export high-resolution layouts – turning hours of manual Photoshop work into minutes.

MY ROLE

Senior Front-End Developer + UI/UX Design

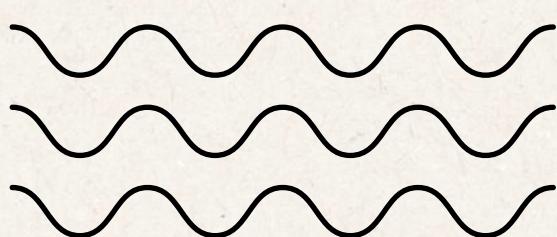
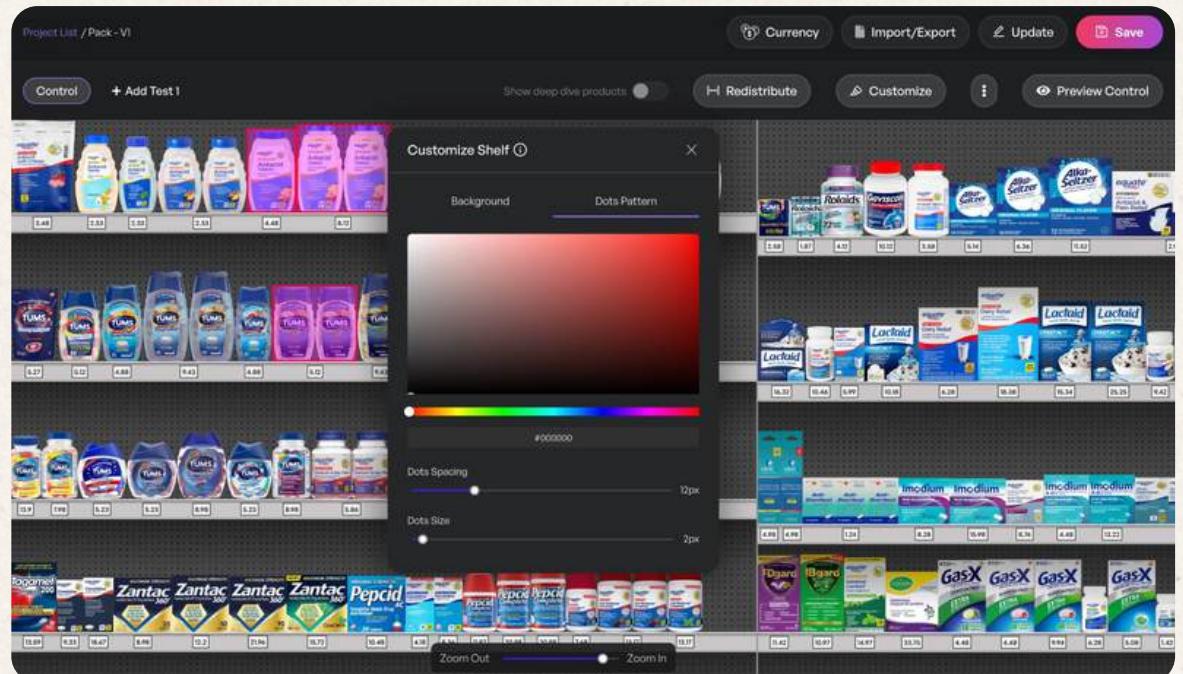
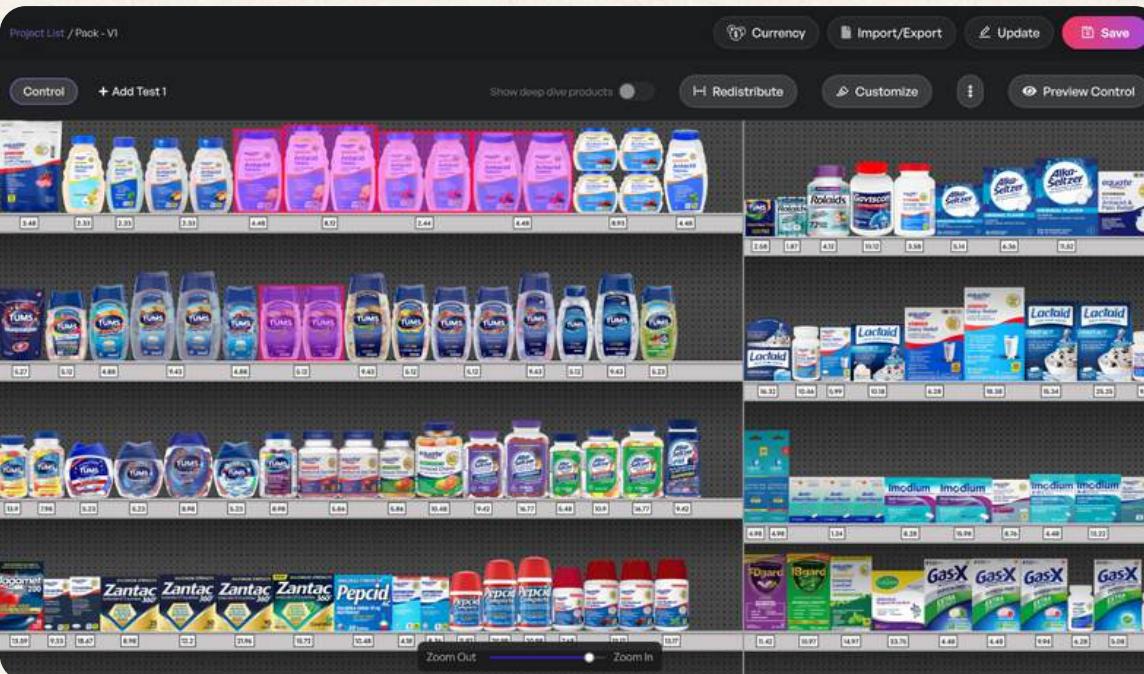
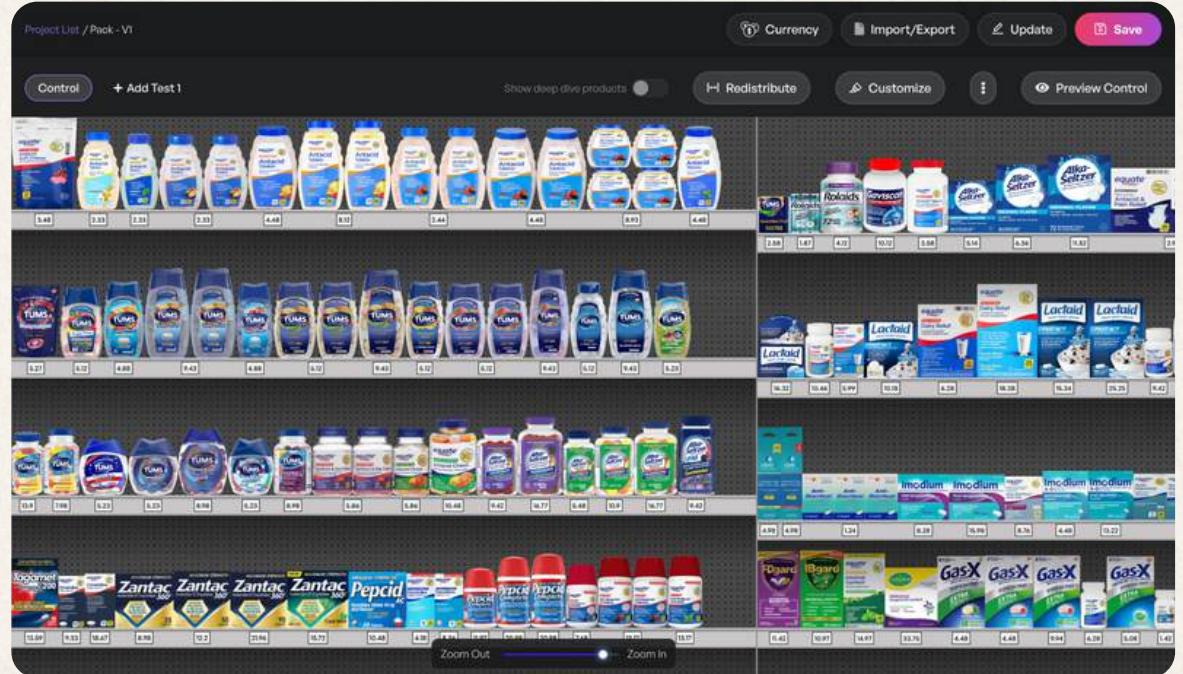
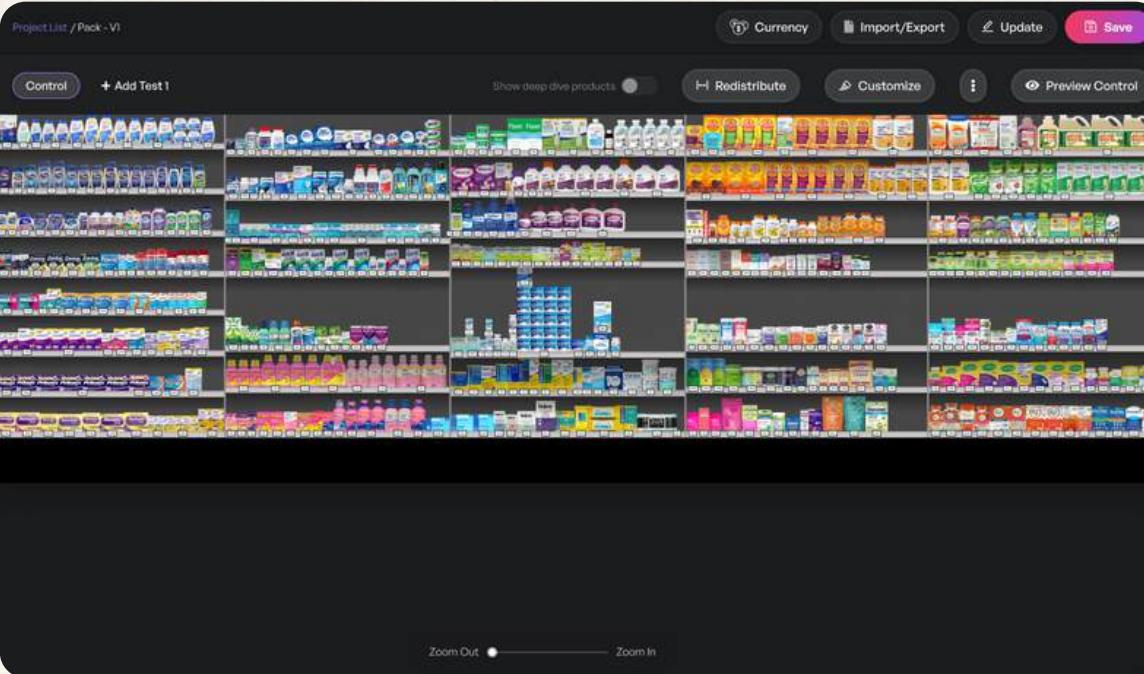
- Designed UI & interactive shelf editor experience
- Built full front-end from scratch using Vue.js

TECH STACK

Vue.js

Vue.js | Virtual Shelf Builder

A SMALL SELECTION OF SCREENS FROM THE FULL APPLICATION



Vue.js | Open-End Analyzer

RESEARCH TOOL FOR AUTOMATED VERBATIM CODING & INSIGHT EXTRACTION

OVERVIEW

Web app for automated qualitative analysis.

Users upload open-ended survey responses, and the system instantly extracts themes, sentiment, and key patterns – eliminating the need to manually read and code thousands of verbatim answers.

MY ROLE

Senior Front-End Developer + UI/UX Design

- Designed the full UI and experience flow
- Built the entire front-end from scratch

TECH STACK

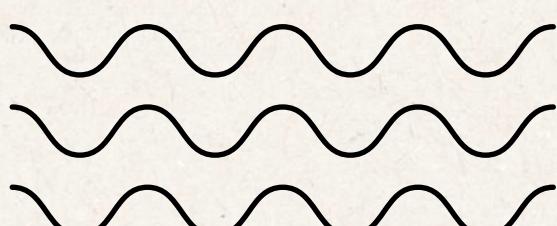
Vue.js · Vuex · Tailwind CSS · API Integration · Component Architecture · UX Design

Vue.js | Open-End Analyzer

A SMALL SELECTION OF SCREENS FROM THE FULL APPLICATION

The image displays four screenshots of the QualiSense Open-End Analyzer application, showcasing its user interface and functionality:

- All Projects Screen:** Shows a grid of projects categorized by status: In Progress, Draft, Complete, and Pending. Each project card includes details like brand names, dates, and a preview of the responses.
- Project Detail Screen (35140 Aeroplan Wave 09):** Displays a list of questions (Q1, Q2, Q3, etc.) and their analysis results. For question A3, it shows a similarity coefficient of 60% and various brand codes (Aeroplan, TD, Air Canada, RBC, WestJet, CIBC) associated with different labels like Aeroplan Visa, TD Aeroplan Visa, and RBC Avion Rewards.
- Question Setup Screen (35338 - AC Main Sponsorship 2025):** Allows users to add questions to a project. It includes a search bar, a list of questions, and a detailed view of a specific question (Q15) which asks about preferred self-descriptions.
- Run Analysis Screen (35140 Aeroplan Wave 09):** A modal window titled "Run Analysis | View Past Analyses" allows users to run a new analysis or view previous ones. It includes fields for "Run Name", "Reason for Re-run", and "Run Now".



Vue.js | YouTube Ad Test – Interactive survey app for brand research

WEB APP FOR TESTING YOUTUBE-STYLE ADS INSIDE SURVEYS

OVERVIEW

This Vue 3 app simulates the real YouTube experience inside Alchemer and Forsta surveys. It's used to test how respondents interact with video ads – tracking watch time, skips, likes, shares, engagement patterns, and user behavior data in real time.

MY ROLE

Senior Front-End Developer + UI/UX Design

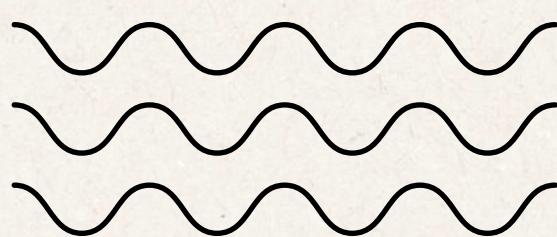
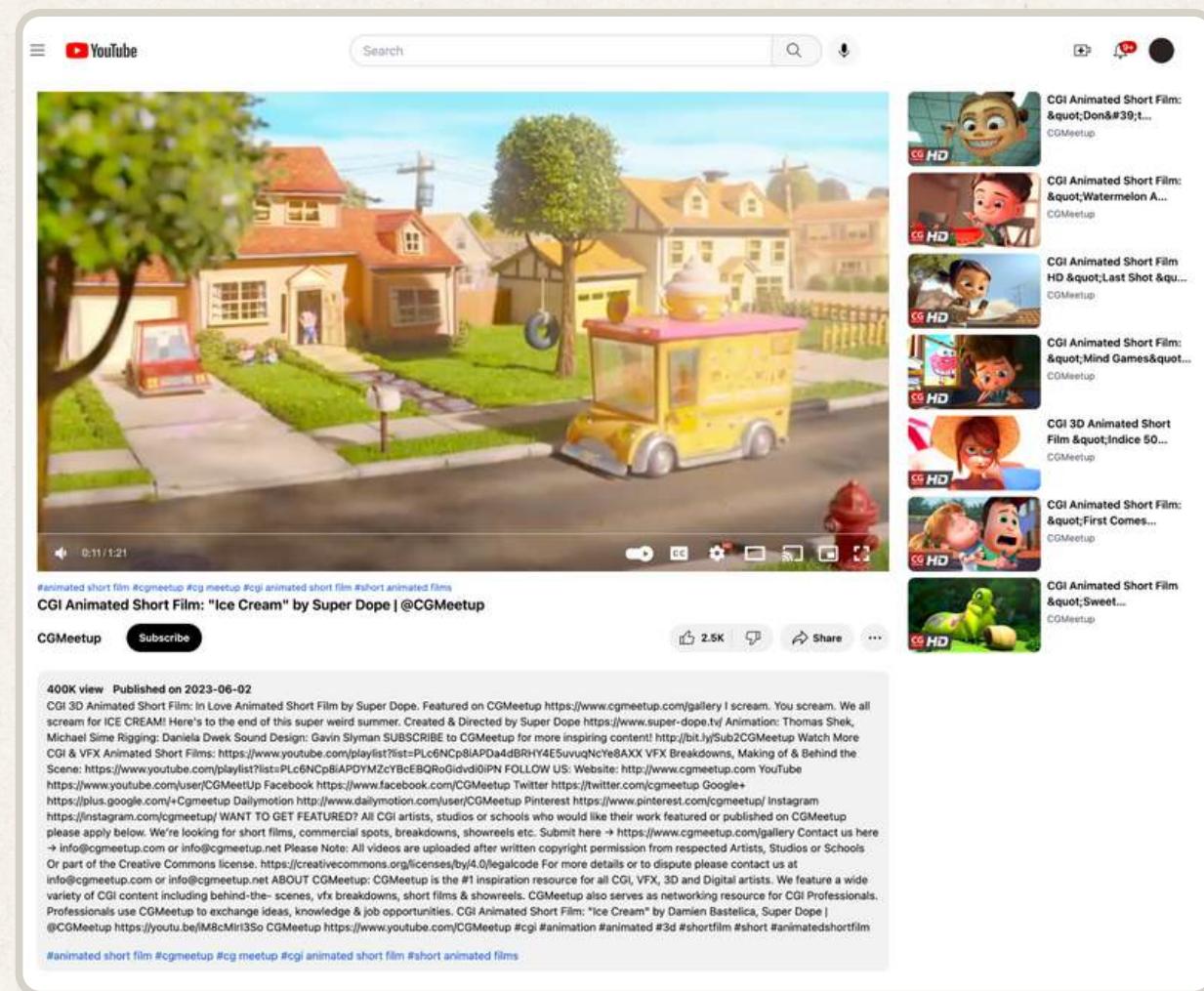
- Built a full front-end architecture and UI
- Re-created a YouTube-style interface and video behavior
- Implemented real-time event tracking (skips, watch duration, engagement)
- Integrated survey logic and backend data capture
- Ensured smooth playback and mobile-optimized UI

TECH STACK

Vue 3 · Vuex · Tailwind CSS

Vue.js | YouTube Ad Test – Interactive survey app for brand research

A SMALL SELECTION OF SCREENS FROM THE FULL APPLICATION



Vue.js | Enterprise Survey Builder & Insights Platform

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INTUITIVE WEB PLATFORM FOR DESIGNING & LAUNCHING MARKET RESEARCH STUDIES

OVERVIEW

A scalable Vue.js application enabling teams to create, manage, and launch advanced surveys across Forsta, Alchemer, and internal platforms – with user roles, pricing logic, image workflows.

MY ROLE

Senior Front-End Developer + UI/UX Design

- Designed the full UI and experience flow
- Built the entire front-end from scratch

TECH STACK

Vue.js · Vuex · Tailwind CSS · API Integration · Component Architecture · Design

Vue.js | Enterprise Survey Builder & Insights Platform

A SMALL SELECTION OF SCREENS FROM THE FULL APPLICATION

Solutions Hub

Active Projects

- MAP MAKER JFN Gray Reverse - Phase 1
- PACK TEST Baby Care Test Test MM
- PACK TEST Coca Cola test
- MAP MAKER Gillette 3

Launch

All Projects

Project Name	Client	Category	Status
HEINZ I SERIOUSLY GOOD	Heinz	Food	Complete
MAP MAKER KC Oct20	KC	Food	Complete
MAP MAKER test mmr3	test mmr3	Food	Complete
MAP MAKER RBC - Will Arnott Perceptions	RBC - Will Arnott Perceptions	Food	Complete
MAP MAKER Adidas Pilot	Adidas	Clothing	Complete
MAP MAKER JDE Coffee Pilot	JDE	Beverages	Complete
MAP MAKER Dyson 2025 Sep	Dyson	Electronics	Complete
MAP MAKER ARTD Masterbrand	ARTD	Beverages	Complete

Map Maker

1. Hotspex Internal / Products / Map Maker Test

General Settings

General Study Information

*All fields are required.

What is the name of your study? MM otih

What is the timeframe for qualification? 12

In which country would you like to test your study? United States

Which language does your study use? English - United States

What category does your study belong to? Fabric Care

Persona Type New Persona

Completion progress Please complete all required steps before proceeding.

8 / 8 steps

Starting From \$800.00 (USD)

Pack SBD

1. Hotspex Internal / Products / Pack SBD Test

Stimuli

Select Test Products

Selected brand: Page 1 of 15

1 Selected product QuickView

Search

List Shelf

Select a Product to test. Click a product again to deselect.

KRO FREE DEL DRYER SHEET	KRO MNTN FRSH DRYER SHEET	KRO LINEN DRYER SHEET	KRO OUTDOOR DRYER SHEET
Weight: 200 CT Price: 7.29	Weight: 200 CT Price: 7.29	Weight: 100 CT Price: 4.49	Weight: 40 CT Price: 2.69
Downy Sheets April Fresh 240ct	Downy Sheets April Fresh 105ct	Downy MegaSheets Infusions Calm 50ct	Downy MegaSheets Infusions Calm 130ct
Weight: 240 CT	Weight: 105 CT	Weight: 50 CT	Weight: 130 CT
bounce	bounce	bounce	bounce
Weight: 240 CT	Weight: 105 CT	Weight: 50 CT	Weight: 130 CT

Vue.js | Brand Perception Mapping Tool

INTERACTIVE DRAG-AND-DROP PLATFORM FOR MAPPING BRAND ASSOCIATIONS

OVERVIEW

A fully interactive web app for mapping brand perceptions through drag-and-drop. Users place brand logos near personality attributes to capture real-time association data for insights and reporting. Built with Vue.js 3, Tailwind, and Pixi.js for smooth GPU-accelerated interactions, drag-and-drop, zooming, and animation. Fully responsive and works both standalone or embedded in survey platforms like Alchemer and Forsta.

MY ROLE

Senior Front-End Developer + UI/UX Design

- Pixi.js canvas engine for performance with hundreds of visual elements
- Fully responsive for desktop & mobile
- Smooth UX with animations and calibrated drag precision
- Multi-brand + multi-attribute placement support
- Survey platform integration (Alchemer, Forsta)

TECH STACK

Vue.js · Vuex · Tailwind CSS · API Integration · Component Architecture · UX Design

Vue.js | Brand Perception Mapping Tool

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A SMALL SELECTION OF SCREENS FROM THE FULL APPLICATION

How would you describe these brands?

Alpen OLD GOLD HARIBO M&M'S

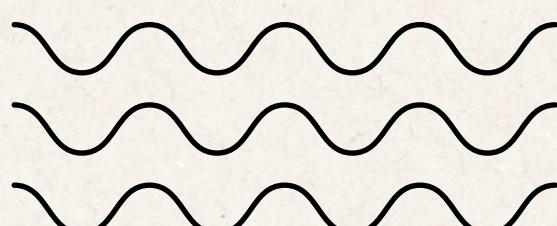
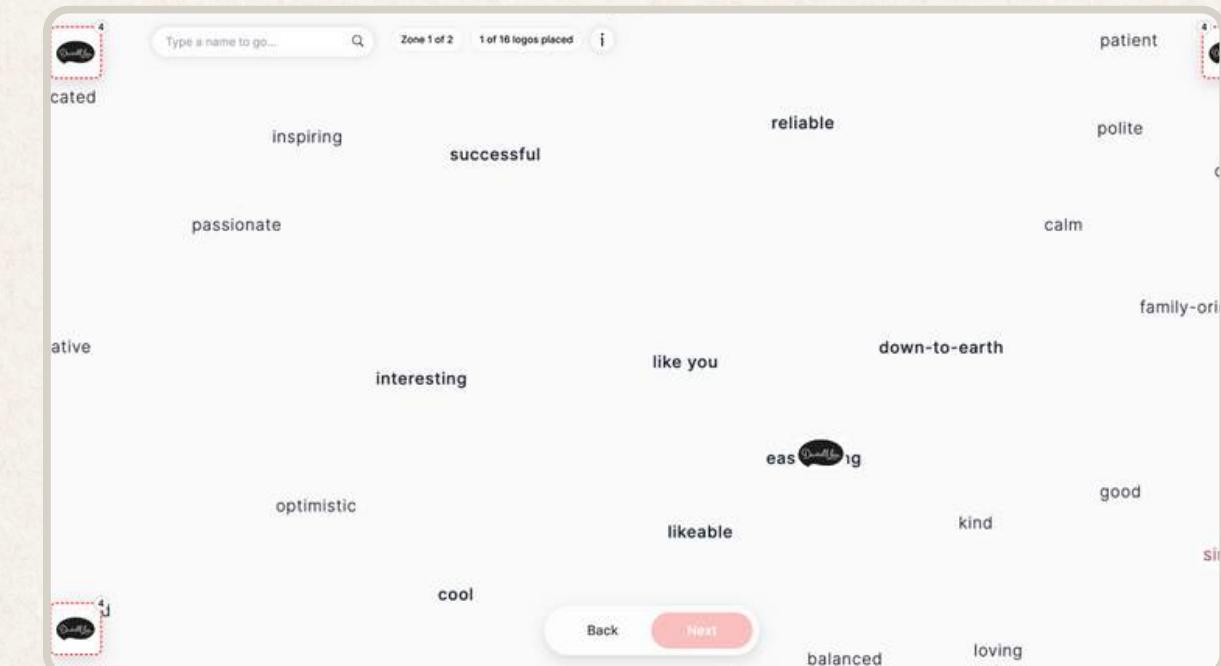
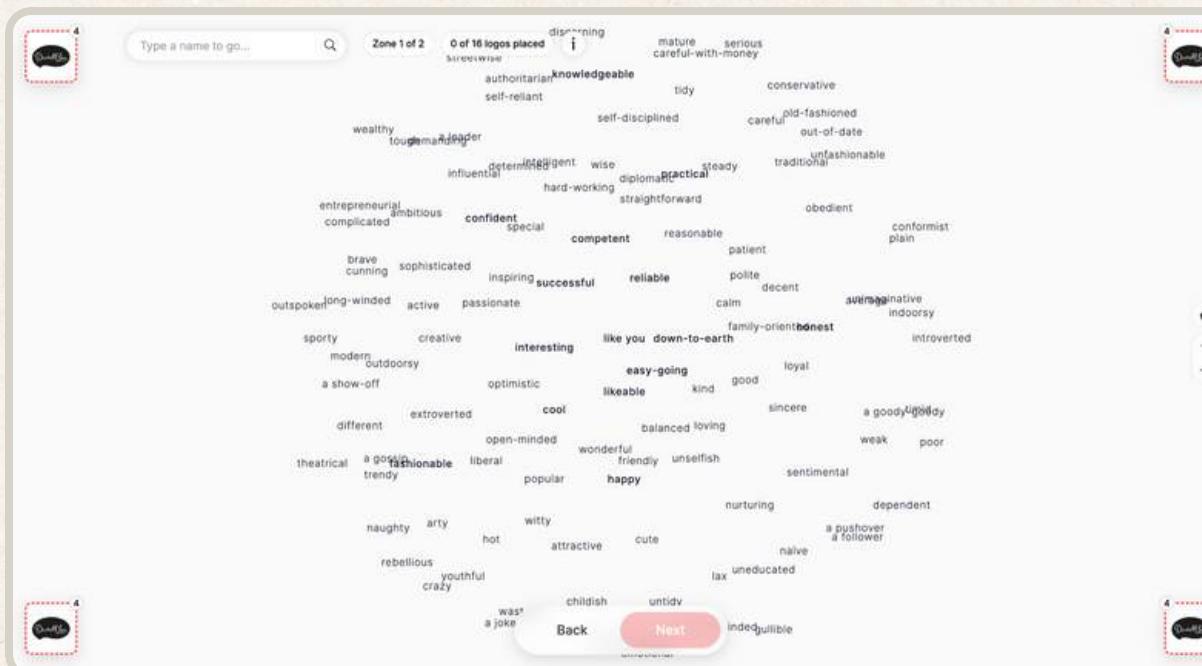
Interesting
Successful
Knowledgeable
Reliable
Down-To-Earth
Easy-Going
Likeable
Cool

Unimaginative
Indecisive
Unreliable
Indecent
Pretentious
Rigid
Unpleasant
Out-Of-Date

Smarties LIFE SAVERS

Smarties

Back Next



Vue.js | Qual Agent – AI-powered qualitative survey assistant

WEB APP FOR COLLECTING AI-ENHANCED QUALITATIVE FEEDBACK

OVERVIEW

Qual Agent is a Vue 3 web app for gathering open-ended feedback through text or voice.

Respondents can type or record responses directly in the survey, while admins configure prompts, question flow, and survey logic via app config setup. The system supports intelligent guidance, probing, and structured response capture.

MY ROLE

Senior Front-End Developer + UI/UX Design

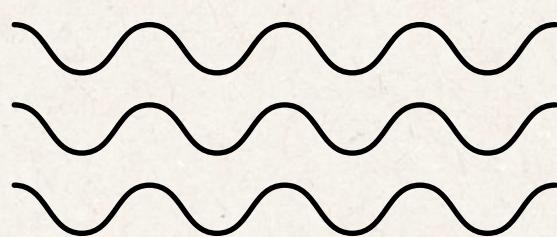
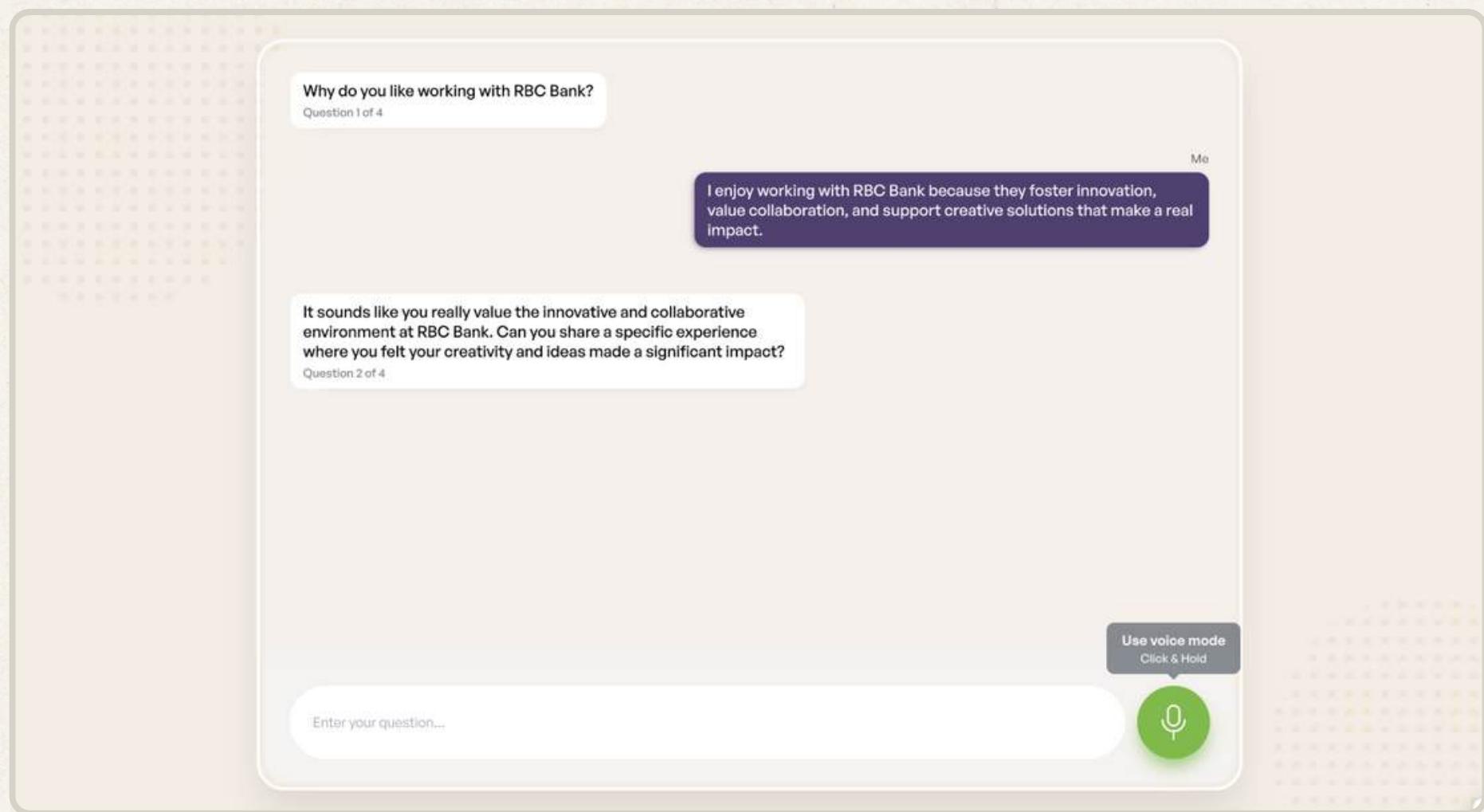
- Designed the full interface and conversational UI
- Built the front-end architecture from scratch
- Implemented voice recording and text input flows
- Integrated with survey platforms (Forsta/Alchemer)
- Ensured smooth UX and clean mobile-friendly design

TECH STACK

Vue 3 · Vuex · Tailwind CSS · Survey Integration · Voice Input

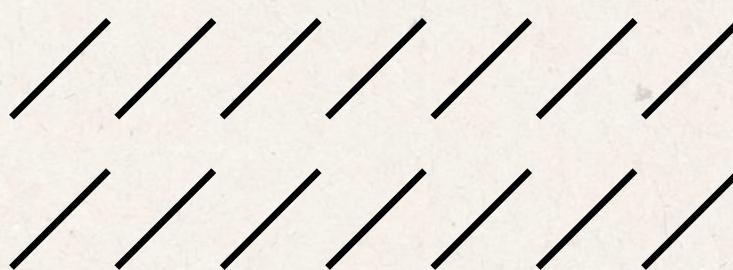
Vue.js | YouTube Ad Test – Interactive survey app for brand research

A SMALL SELECTION OF SCREENS FROM THE FULL APPLICATION



Presentation & Landing Websites

Note: The screenshots presented here showcase only a small portion of the product. Each project includes significantly more screens, flows that cannot be fully shown in this brief preview.



Kady creative - Creative Agency Presentation Website

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HIGH-END BRAND & AGENCY SHOWCASE WEBSITE

OVERVIEW

A custom presentation website built for a premium creative agency, focused on luxury brand positioning, elegant visual identity, and storytelling.

The site features refined typography, smooth motion, and a clean, modern layout that reflects high-end design values.

MY ROLE

Senior Front-End Developer

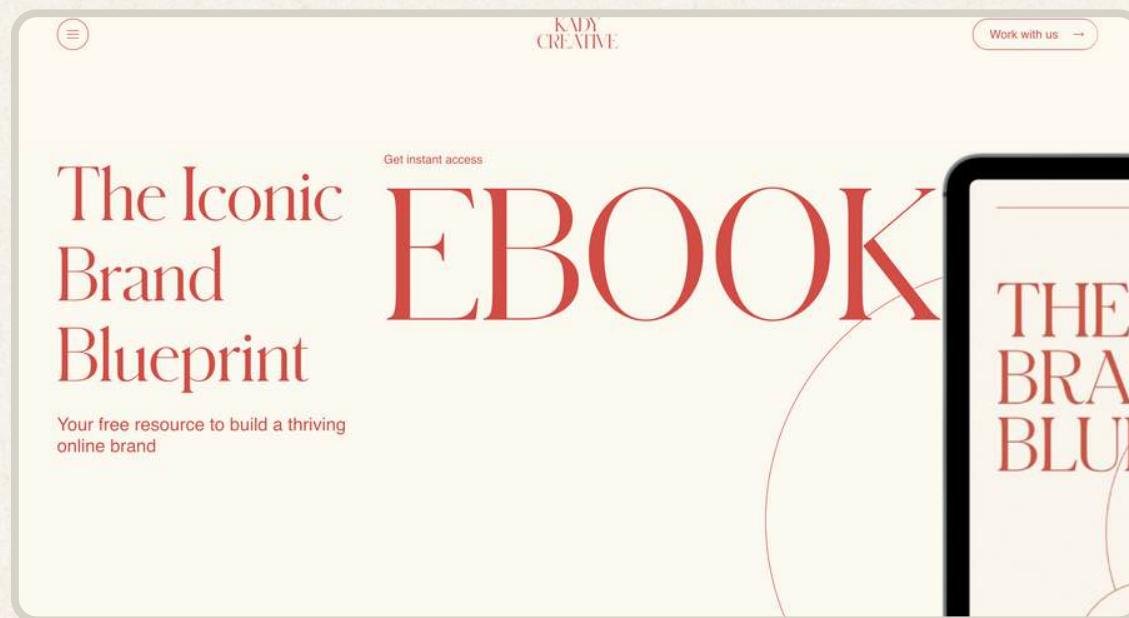
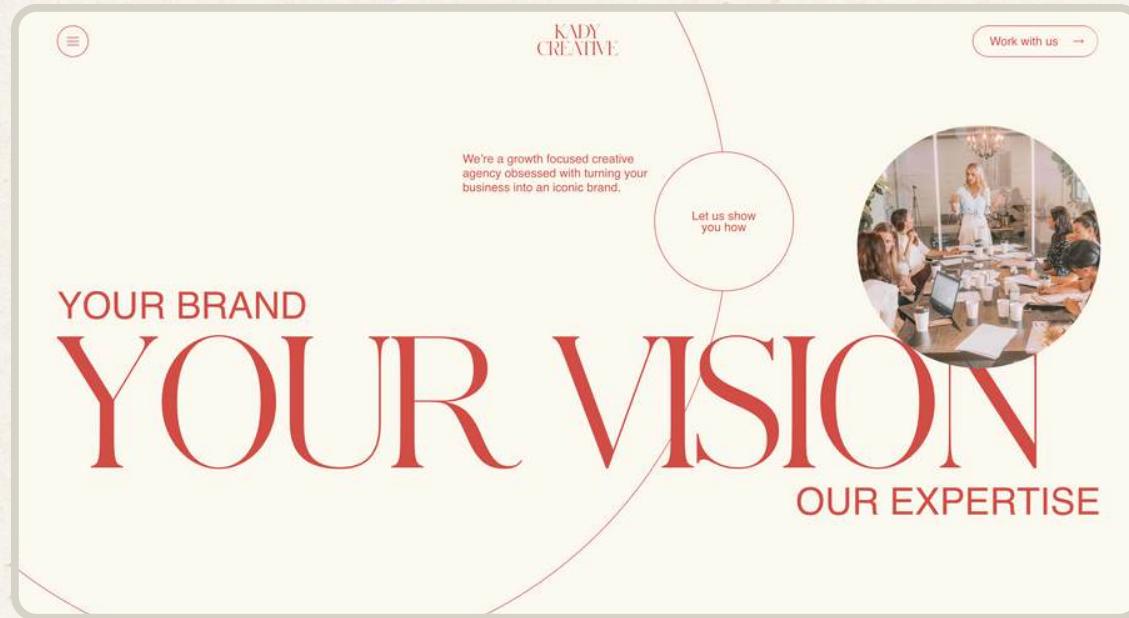
- Implemented pixel-perfect responsive layouts
- Developed smooth UI interactions & motion effects
- Converted Figma design into clean semantic HTML
- Structured styles using BEM methodology
- Ensured fast load performance and cross-browser stability

TECH STACK

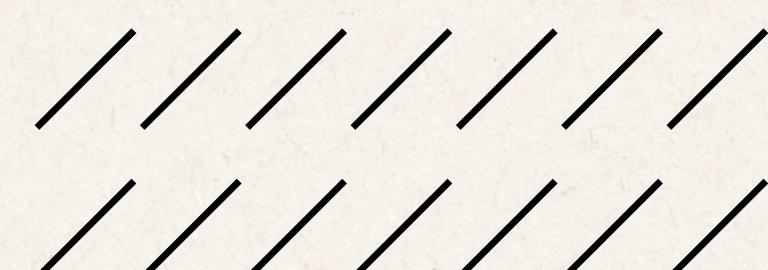
HTML5 · CSS3 (BEM Methodology) · JavaScript · Responsive Design · Motion UX · Performance Optimization

Kady creative - Creative Agency Presentation Website

A SMALL SELECTION OF SCREENS FROM THE FULL WEBSITE



VISIT: kadycreative.com.au



Gables - Real Estate Presentation Website

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HIGH-END PRESENTATION SITE FOR A BOUTIQUE PROPERTY DEVELOPMENT

OVERVIEW

A high-end real estate presentation site showcasing a boutique Canadian development. Built with clean, refined UI, responsive layouts, subtle scroll motion, and premium visual storytelling to create an elevated buyer experience.

MY ROLE

Senior Front-End Developer

- Implemented pixel-perfect responsive layouts
- Developed smooth UI interactions & motion effects
- Converted Figma design into clean semantic HTML
- Structured styles using BEM methodology
- Ensured fast load performance and cross-browser stability

TECH STACK

HTML5 · CSS3 (BEM Methodology) · JavaScript · Responsive Design · Motion UX · Performance Optimization

Gables - Real Estate Presentation Website

A SMALL SELECTION OF SCREENS FROM THE FULL WEBSITE



INTERIOR FEATURES

Each 2,900 SQ FT unit offers generous amounts of space, natural light and endless possibilities to make this home uniquely yours. With open concept kitchens, beautiful primary bedrooms, spacious finished basements and charming backyard space for entertaining, residents will be living in a world of effortless elegance.



The GABLES

VISIT: <https://welcometothegables.ca/>

Valor Capital Group – Corporate Venture Capital Website

28

PRESERATION SITE FOR A GLOBAL INVESTMENT FUND

OVERVIEW

A clean and modern corporate presentation website built for a global venture capital firm. The site highlights investment strategy, portfolio companies, and team profiles, designed to establish trust and reflect a professional, innovation-focused brand.

MY ROLE

Senior Front-End Developer

- Implemented pixel-perfect responsive layouts
- Developed smooth UI interactions & motion effects
- Converted Figma design into clean semantic HTML
- Ensured fast load performance and cross-browser stability

TECH STACK

HTML5 · CSS3 · Tailwind CSS · JavaScript · Responsive Design · Motion UX · Performance Optimization

Valor Capital Group – Corporate Venture Capital Website

A SMALL SELECTION OF SCREENS FROM THE FULL WEBSITE

VALOR

Our Approach Companies Team Writing & Press Community Get In Touch

Using Global Insights to Drive Local Innovation

We are the pioneer cross-border venture fund bridging the US, Latin American and Global technology markets

Experienced Investors Specializing in Fintech and Enterprise Software

VALOR

Our Approach Companies Team Writing & Press Community Get In Touch

Valor Writing See all

 Pipefy is democratizing access to Business Process Management tools

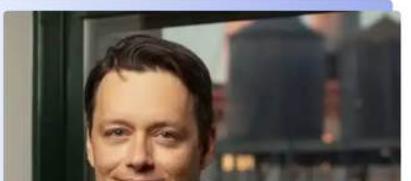
by Valor Team March 1, 2023

 Solfácil

Solfácil is Brazil's renewable energy enabler

From financing solar projects to building a comprehensive ecosystem, Solfácil is driving the future of distributed energy, reducing costs, and accelerating adoption

[Read more](#)

 Wellhub is Changing the Way the World Stays Active

 Behring Founders

The Behring Founders Program is an initiative by the Behring Foundation, designed to identify and support young entrepreneurs aged 16 to 24 who are passionate about technology and innovation

by Valor Team October 18, 2025

 LAVCA Week 2025

Valor's Michael Nicklas and panelists discuss regional crypto infrastructure, the Brazil Stack, and future market dynamics at LAVCA Week

by Valor Team October 9, 2025

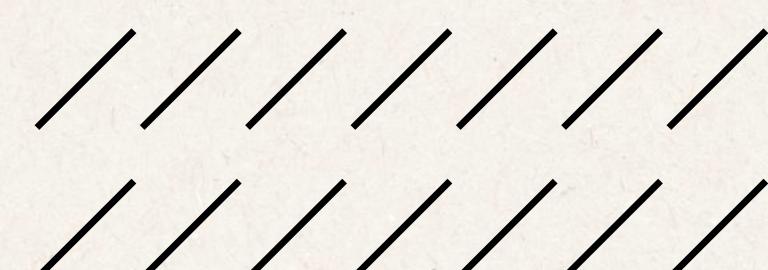
 Valor at Kanastra's 3rd Fintech DCM Chats in SPTW

A recap of the 3rd Fintech DCM Chats, co-hosted by Valor, Kanastra, Itaú Ventures, and Quona Capital, discussing credit structures and tech in Brazil.

by Valor Team September 9, 2025

Valor Summits See all

VISIT: <https://www.valorcapitalgroup.com/>



Presentation Website for Museum of Yugoslavia

30

HIGH-FIDELITY CULTURAL & ARCHIVAL EXPERIENCE WEBSITE

OVERVIEW

A modern presentation website built for the Museum of Yugoslavia, showcasing historical archives, exhibitions, and cultural programs.

The site includes rich media content, interactive timelines, multilingual pages, and a structure designed to guide visitors through decades of historical material.

MY ROLE

Senior Front-End Developer

- Implemented pixel-perfect responsive layouts
- Developed smooth UI interactions & motion effects

TECH STACK

HTML5 · CSS3 (BEM Methodology) · JavaScript · Responsive Design

Presentation Website for Museum of Yugoslavia

A SMALL SELECTION OF SCREENS FROM THE FULL WEBSITE

DISCUSSIONS CLOSING THE PILGRIMAGE EXHIBITION

In the Museum of Yugoslavia, on September 2, from 4 to 8 p.m., a series of discussions will be organised on the occasion of the closing of the Pilgrimage exhibition, authored by Ana Milićević. The focus of the exhibition, derived from the author's personal response to the vandalism of the Partisan Cemetery in Mostar on [...] [Read more](#)

Radno vreme

◀ November 2025 ▶

Wed | Thu | Fri | Sat | Sun | Mon | Tue

MUSEUM OF YUGOSLAVIA

HOME VISIT US EXHIBITIONS AND PROGRAMS CALENDAR RESEARCH COLLECTION

SRP ENG CPTI

1954 - At the Third extraordinary plenum of the Central Committee there was a showdown with Tito, the most... [Read more](#)

1955 - The Novi Sad Agreement, which was signed by prominent Serbian and Croatian linguists and writers, emp... [Read more](#)

1955 - The Soviet delegation, headed by Nikita Khrushchev, arrived in an official visit to... [Read more](#)

1957 - The main event of the manifestation were the mass games ("set") on the... [Read more](#)

1961 - Tito's Relay became... [Read more](#)

1961 - The first conference

1918 1929 1935 1941 1946 1954 1964 1973 1981 1991 2008

1962 - For his 70th birthday, Josip Broz Tito received the most valuable gift from the city of Belgrade - [Read more](#)

1962 - For his 70th birthday, Josip Broz Tito received the most valuable gift from the city of Belgrade - [Read more](#)

1962 - For his 70th birthday, Josip Broz Tito received the most valuable gift from the city of Belgrade - [Read more](#)

PHOTO ARCHIVE

Museum of Yugoslavia preserves the photo material documenting all significant events from 1947 to 1990. The first photographs were taken by Josip Broz Tito, the first photographers Grigoljub Avramović, Đorđe Jovanović, Milos Ražen and Mirko Lukić recorded hundreds of thousands of black-and-white negatives, as well as tens of thousands of color negatives and slides.

YUGOSLAVIA

HOME VISIT US EXHIBITIONS AND PROGRAMS CALENDAR RESEARCH COLLECTION

SRP ENG CPTI

Photo archive

Enter your email address [Newsletter](#)

The Museum of Yugoslavia info@mju.rs

Revival! Starting Now!

Ana Radic, Public Relations Officer / 01.02.2018

The Continued

Ana Radic, Public Relations Associate / Renovation

Enter your email address [Newsletter](#)

VISIT: <https://muzej-jugoslavije.org/en/>

Sargon — Creative Agency Website

MODERN INTERACTIVE PRESENTATION SITE FOR A BRANDING AGENCY

OVERVIEW

A dynamic, visually bold presentation website for a creative media agency.

The site features fluid background motion, branded visual transitions, and an immersive layout designed to reflect a modern tech-driven creative studio.

MY ROLE

Senior Front-End Developer

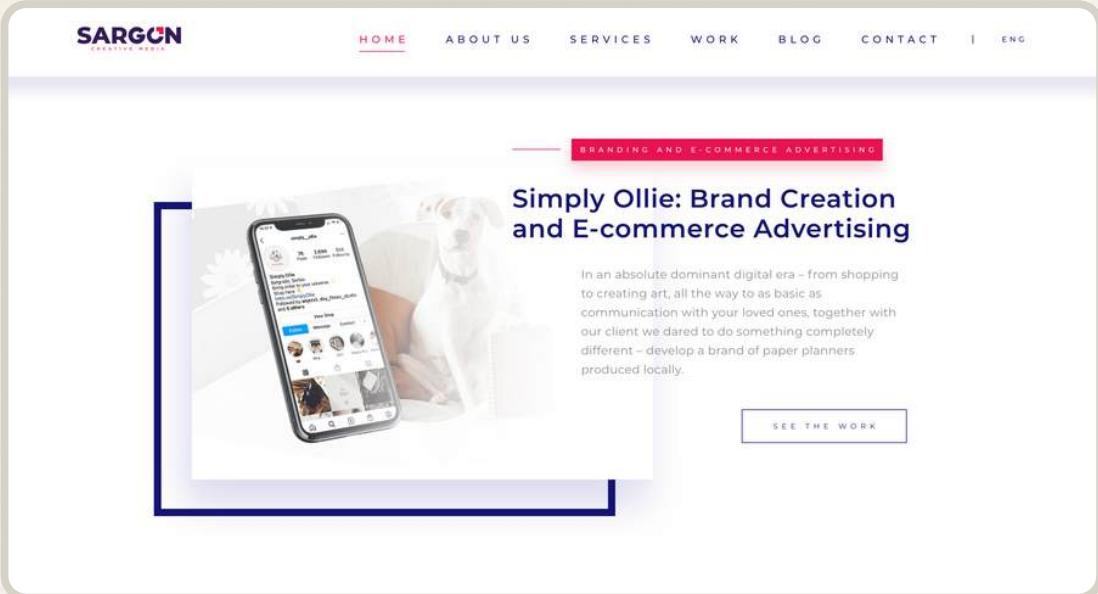
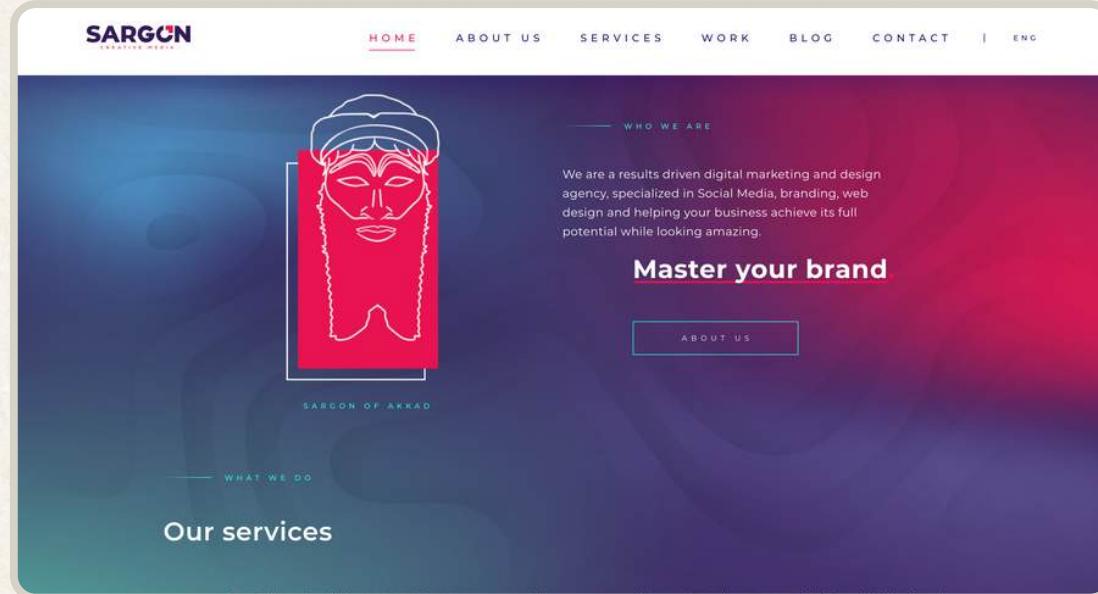
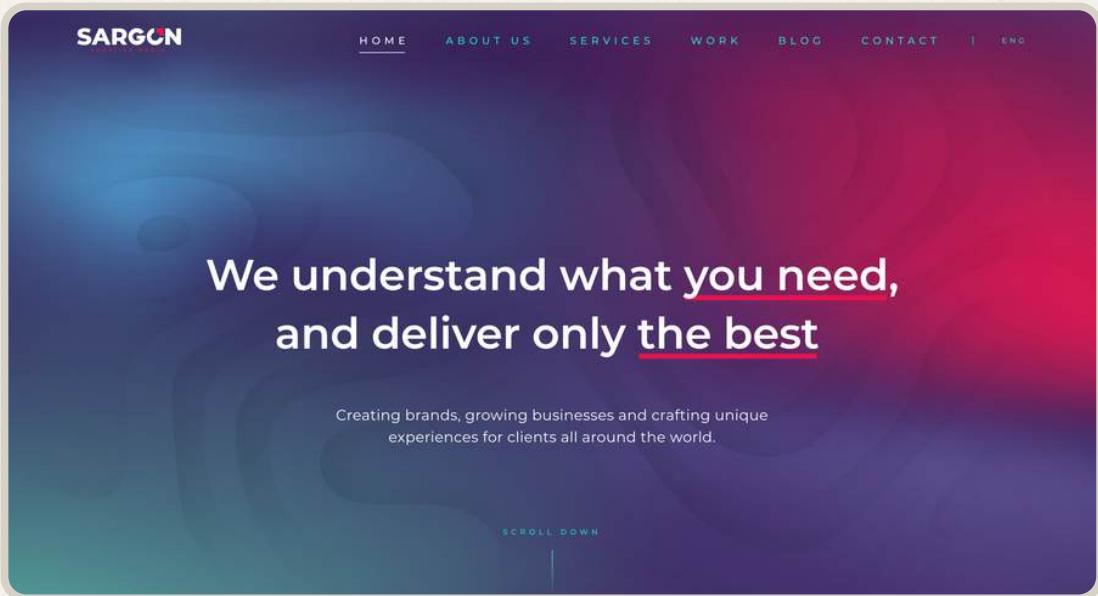
- Custom scrolling and motion effects
- Responsive layout and component architecture
- Pixel-perfect UI aligned to brand identity
- Performance optimization and smooth transitions

TECH STACK

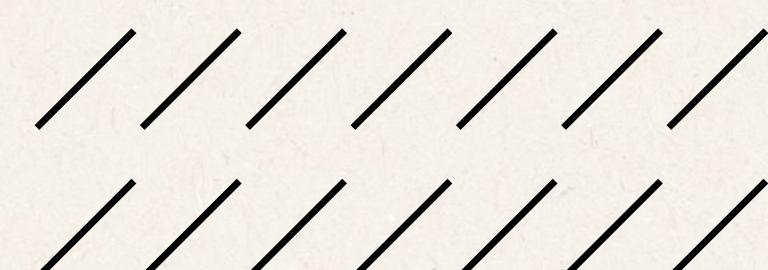
HTML5 · CSS3 · JavaScript

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A SMALL SELECTION OF SCREENS FROM THE FULL WEBSITE



VISIT: <https://sargon.media/>



Thank you

CONTACT ME

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