

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:

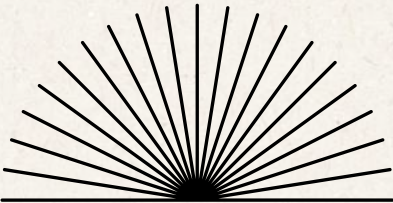
**Front-End Engineering • Vue.js •
React • AI Integrations**

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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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.

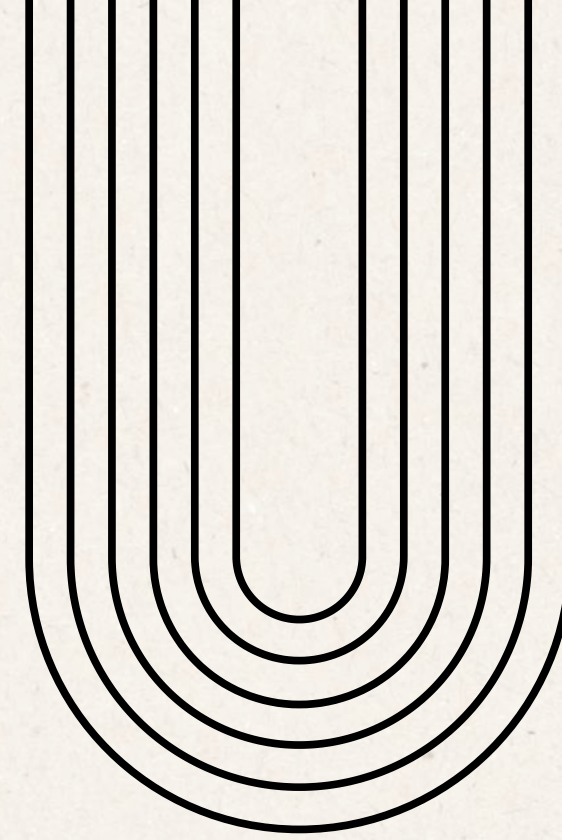
I work daily with Vue.js, React, Tailwind, Vite, Redux Toolkit, TanStack Query, Ant Design, and modern AI tools like ChatGPT (OpenAI), Cursor, and Lovable.dev to build efficiently and iterate quickly.

Beyond front-end development, I also integrate AI APIs (OpenAI, LangChain), 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

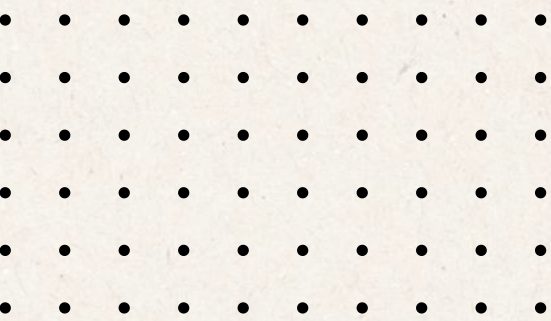


4.9★ Upwork Rating

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

06

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

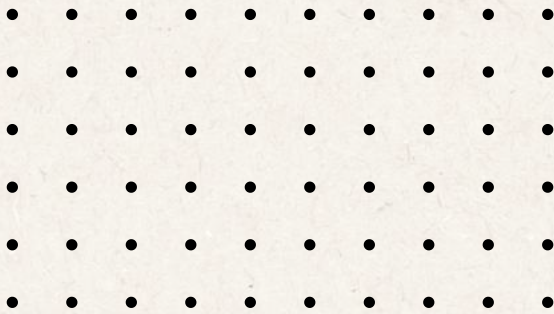
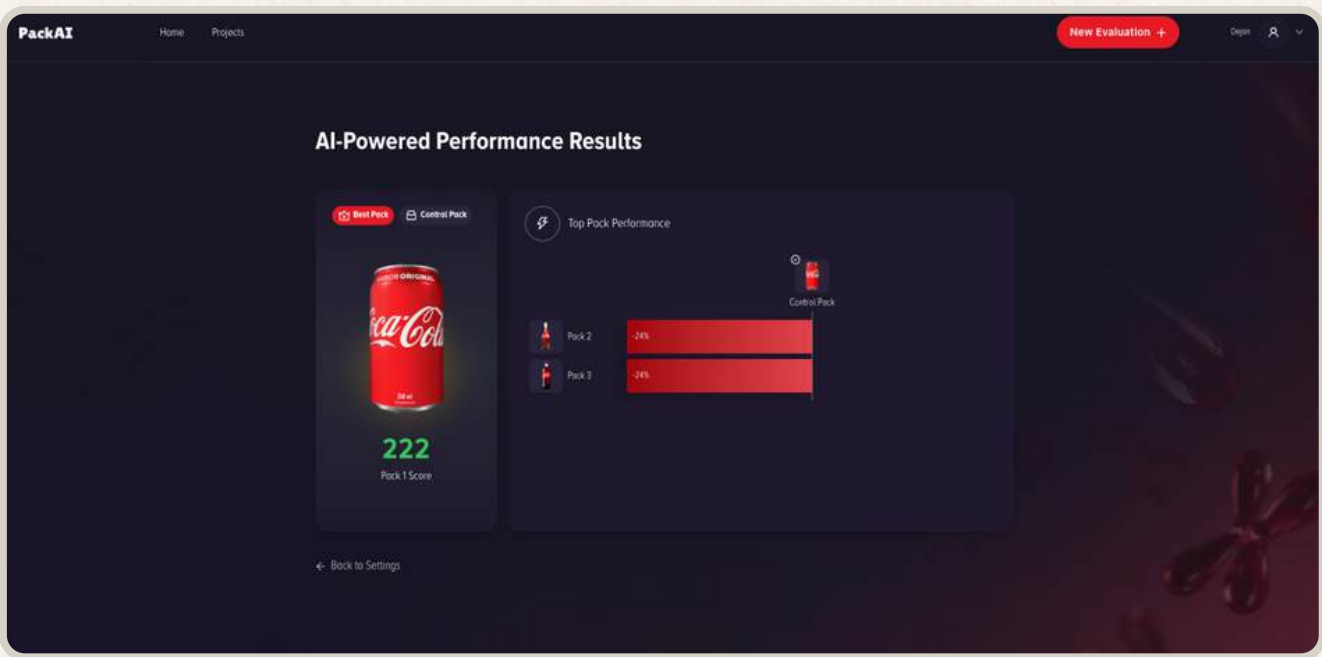
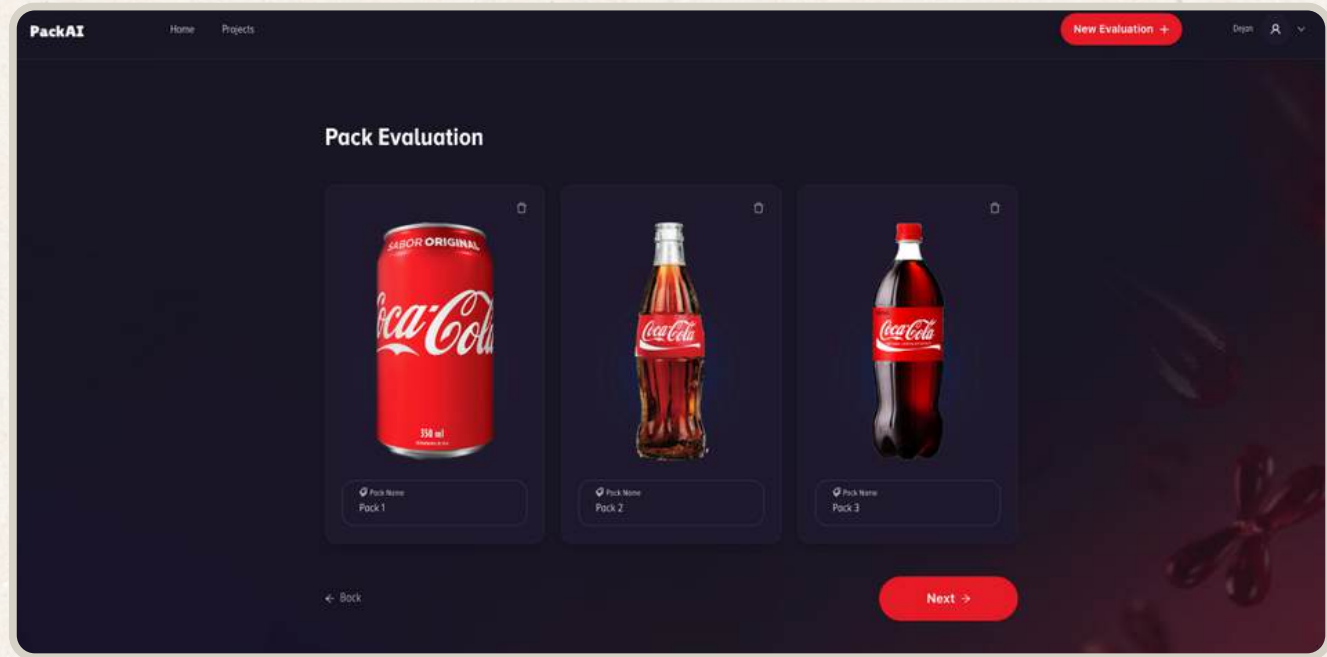
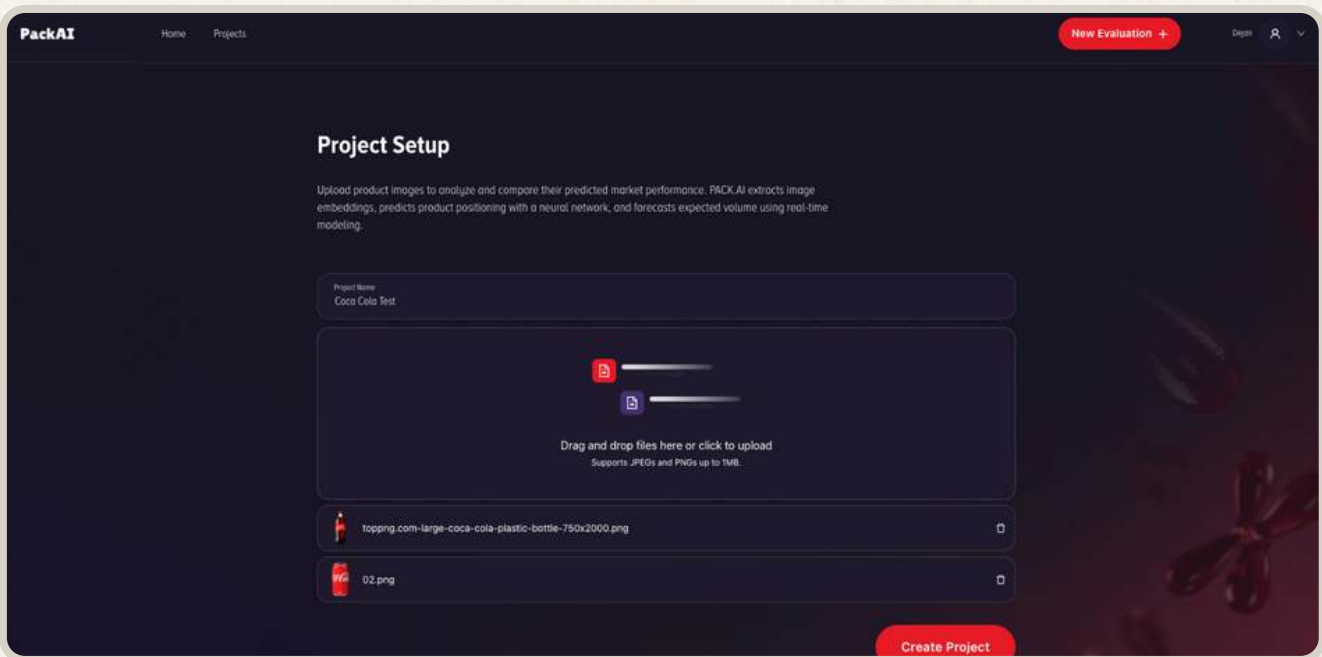
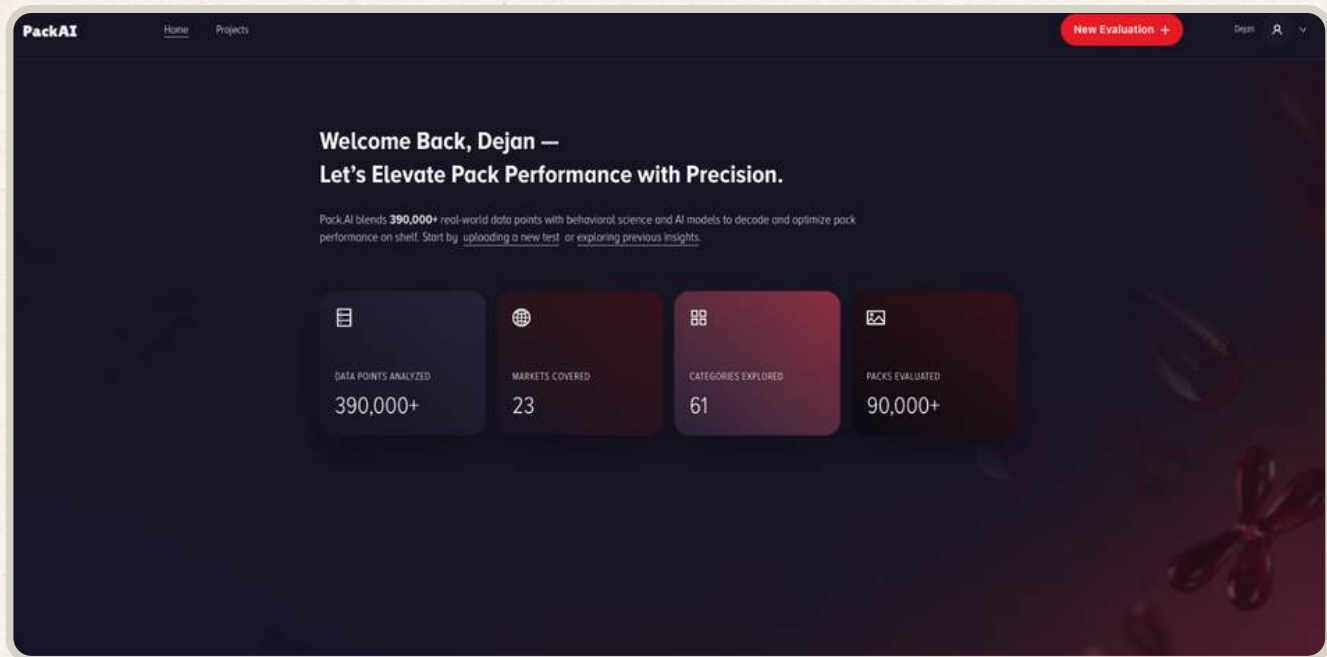
- Designed complete UI & user flow
- Built full front-end from scratch
- Architected reusable components & dark theme system
- Integrated AI-based scoring and interactive shelf UI

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

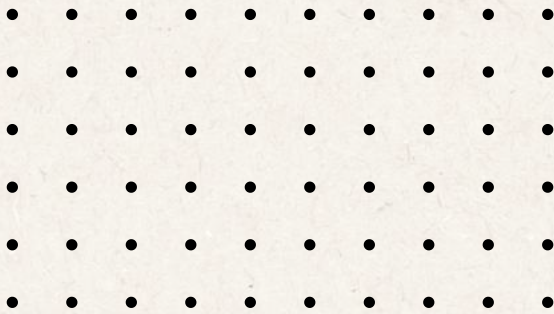
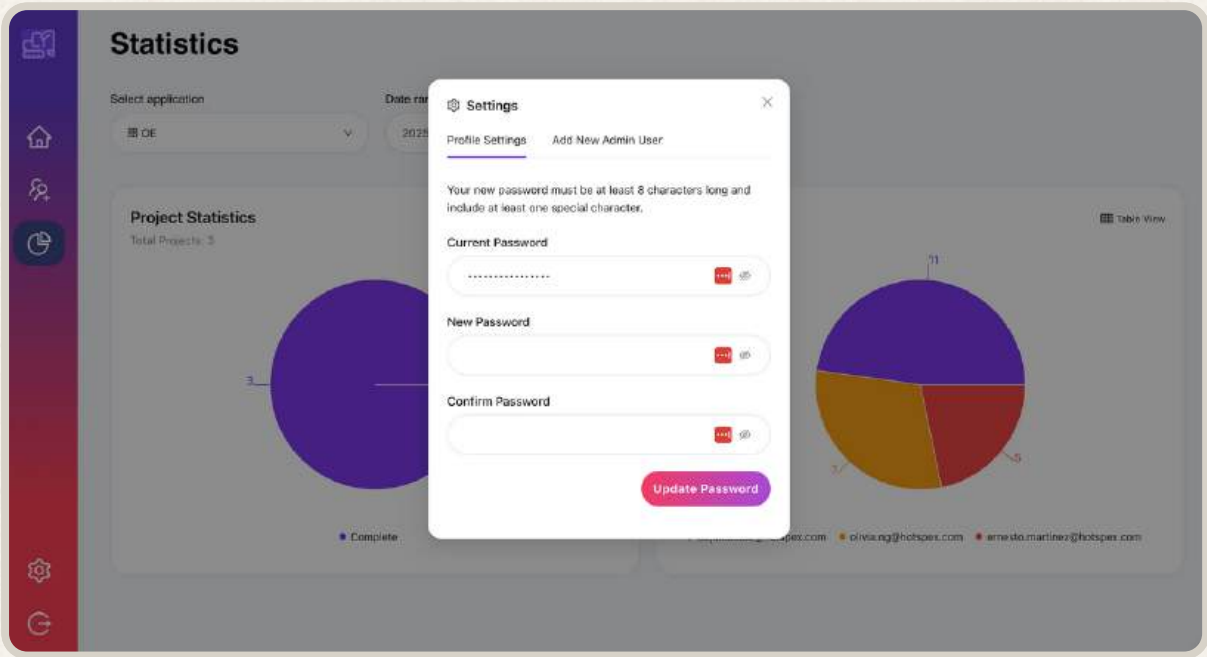
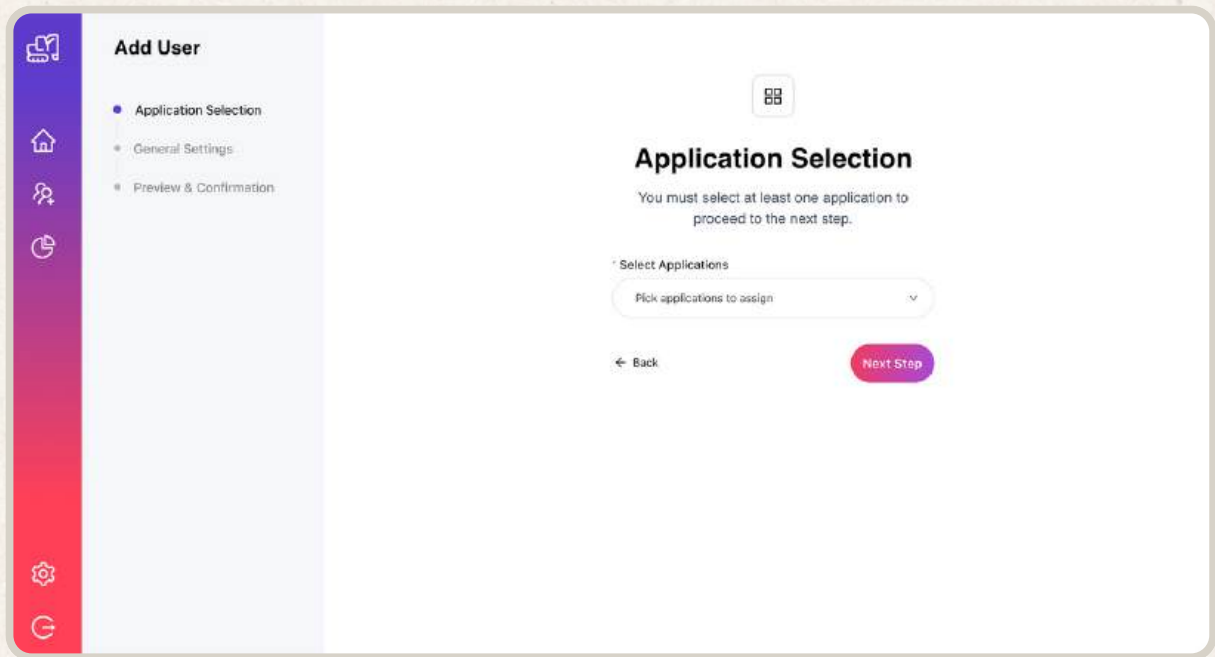
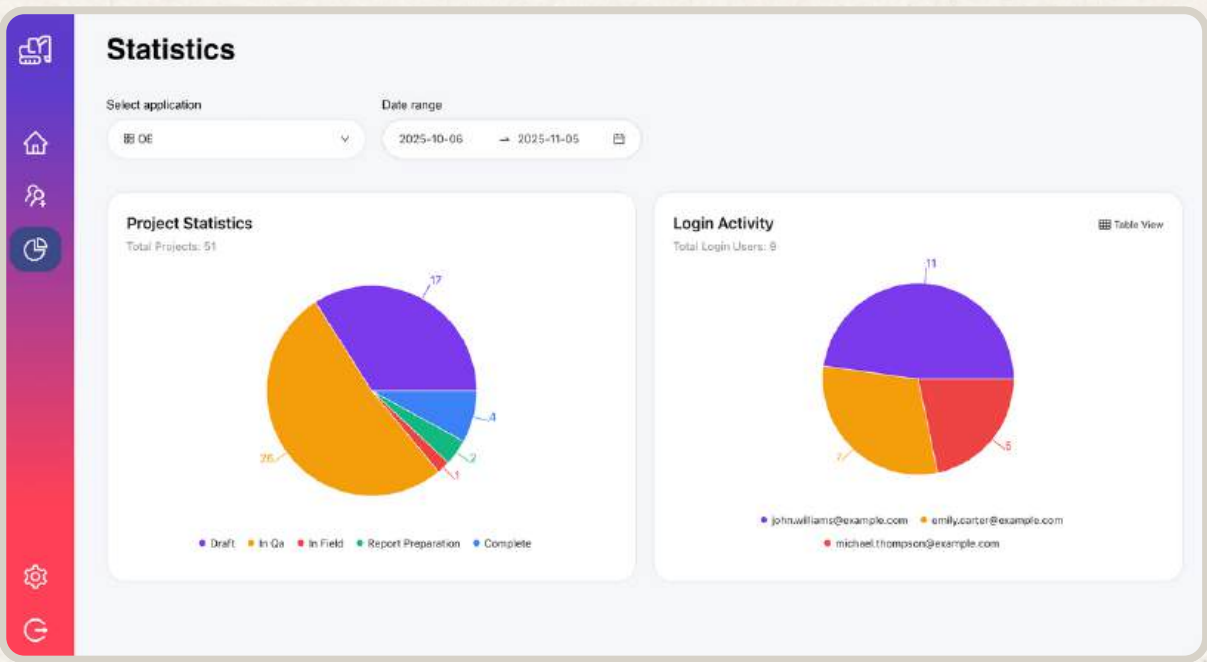
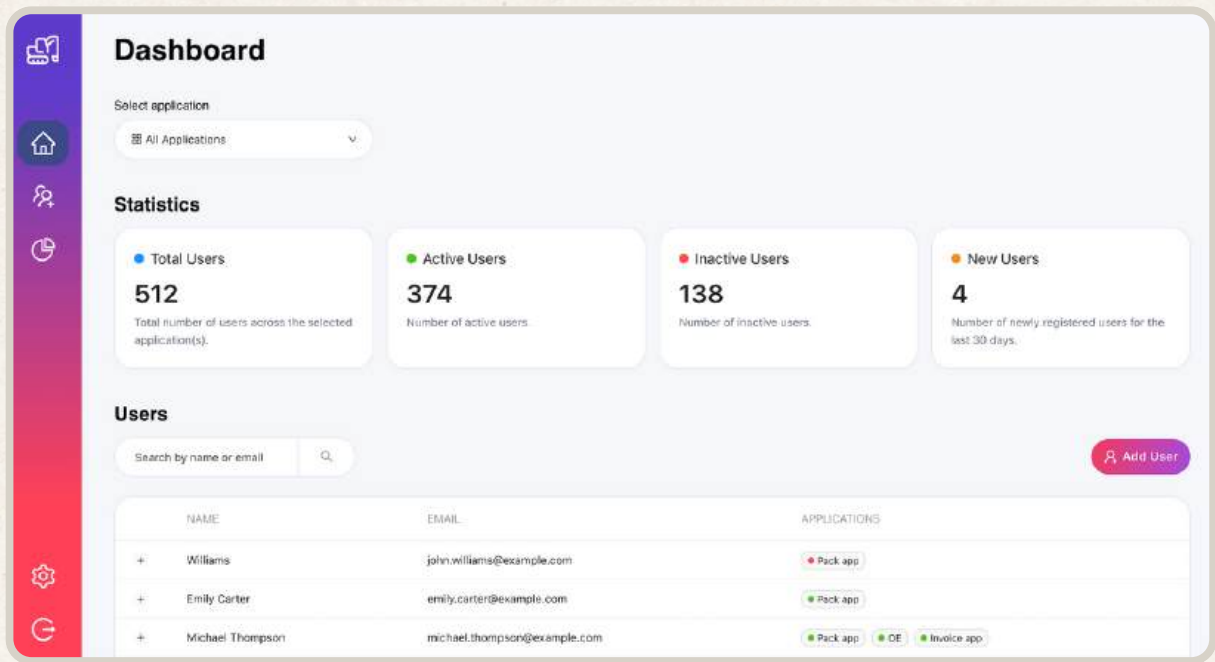
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- Integrated AI-based scoring and interactive shelf UI

TECH STACK

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

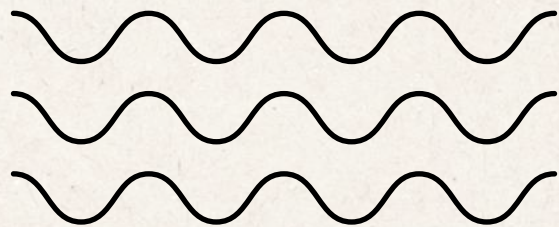
React | Admin Dashboard & User Management Platform

A SMALL SELECTION OF SCREENS FROM THE FULL APPLICATION



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

11

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

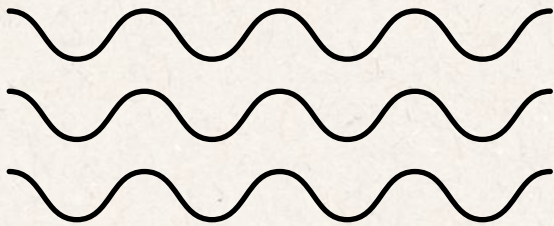
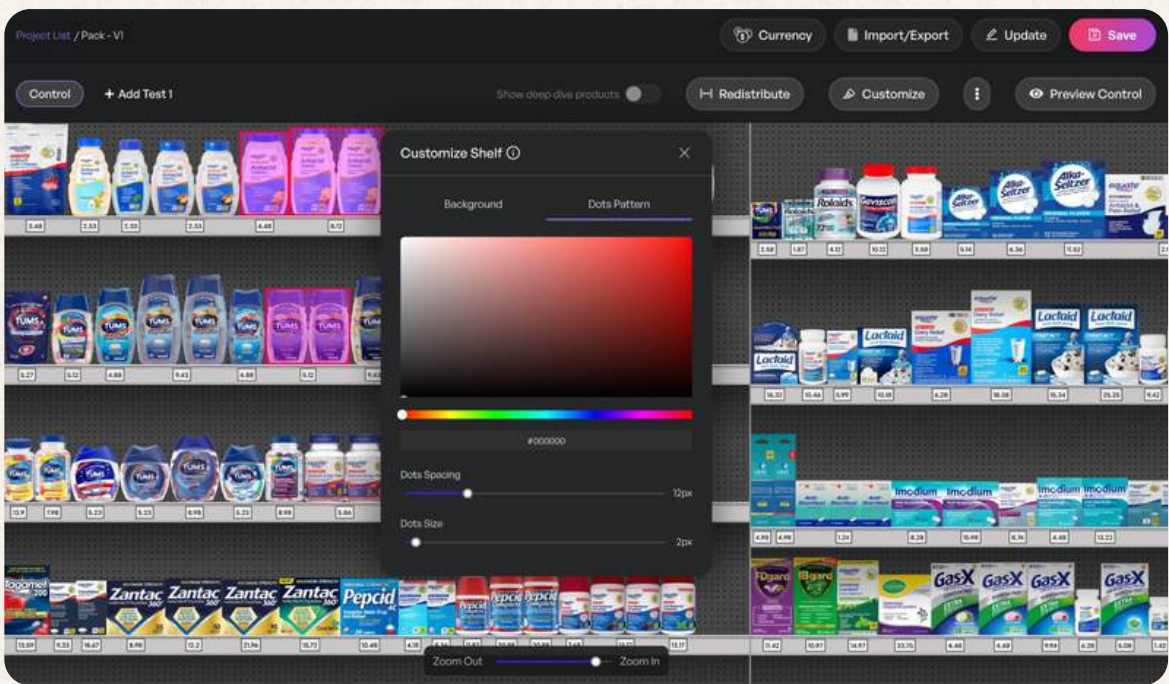
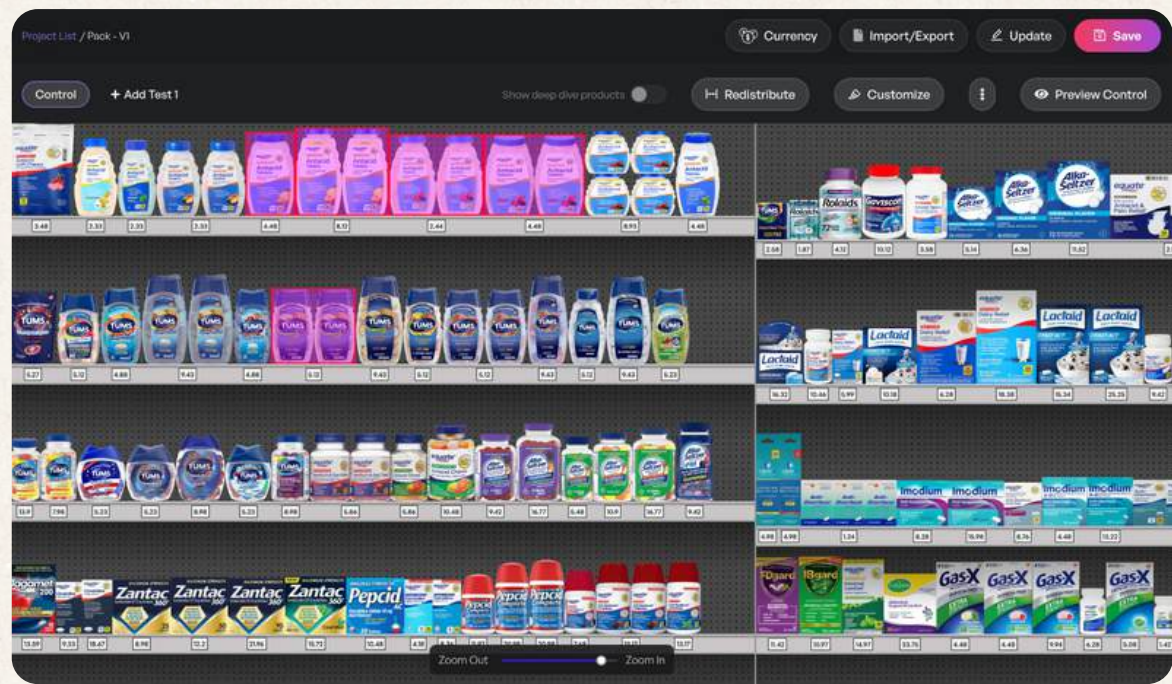
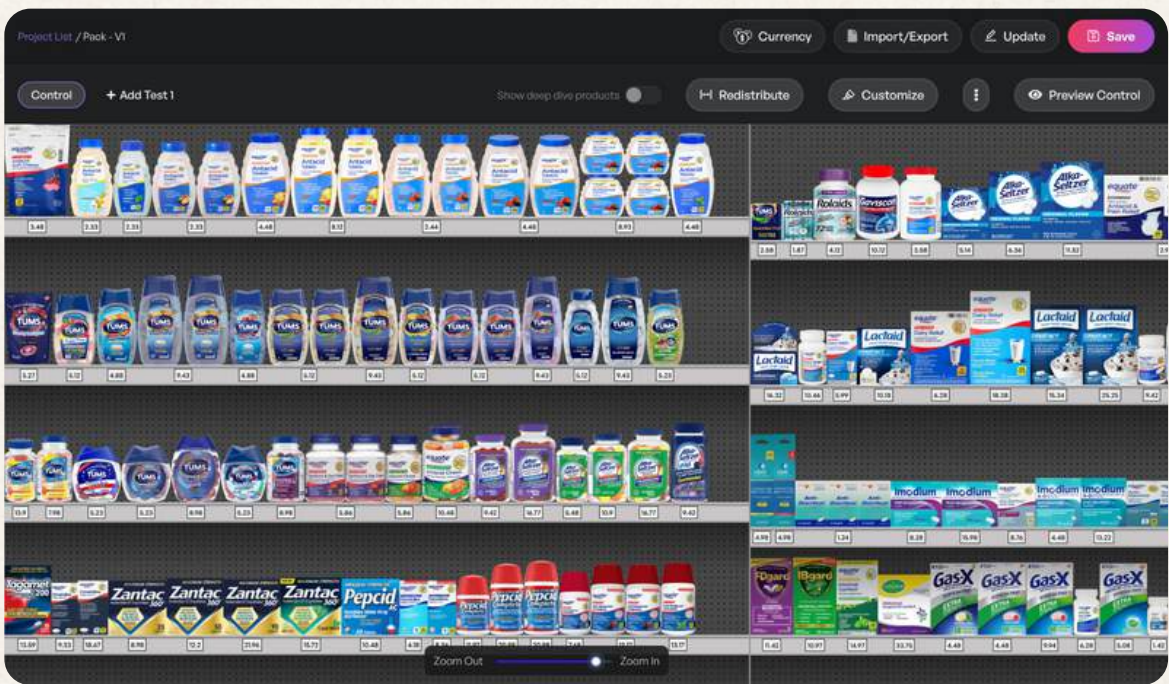
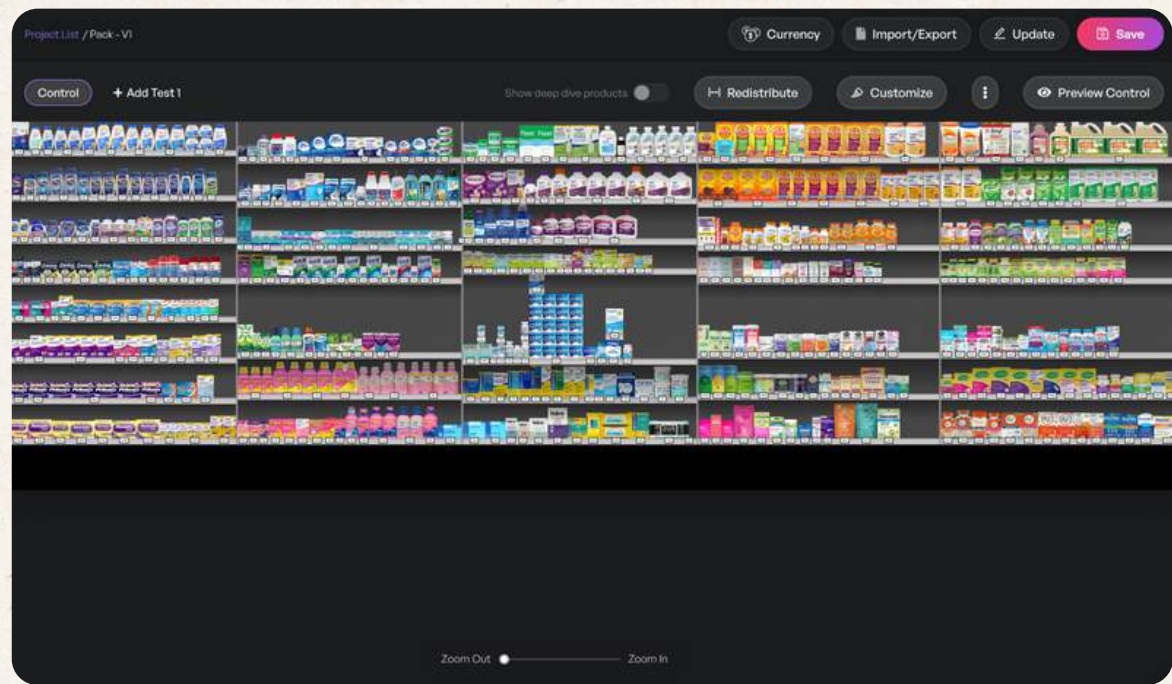
- Designed UI & interactive shelf editor experience
- Built full front-end from scratch using Vue.js

TECH STACK

Vue.js

Vue.js | Virtual Shelf Builder

A SMALL SELECTION OF SCREENS FROM THE FULL APPLICATION



Vue.js | Open-End Analyzer

13

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

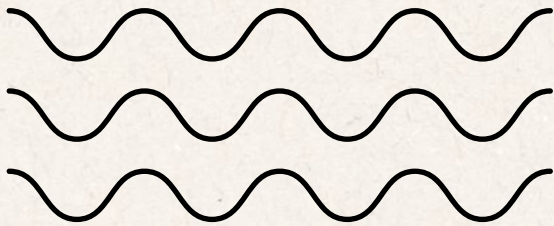
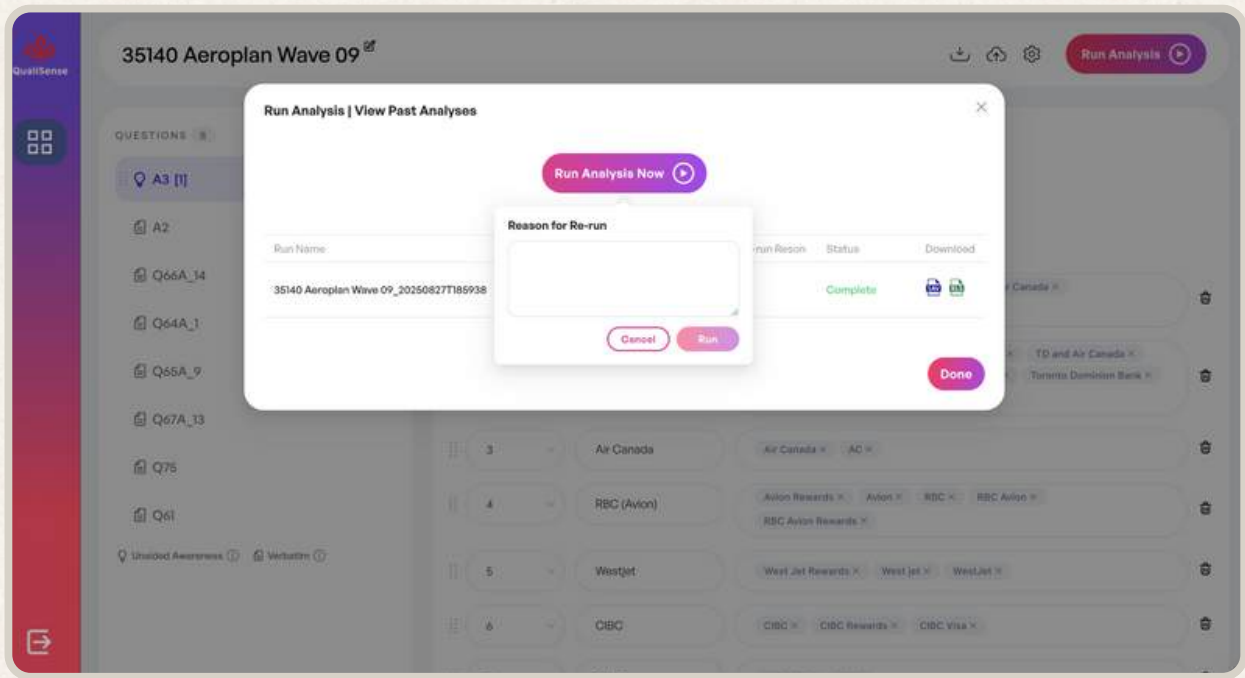
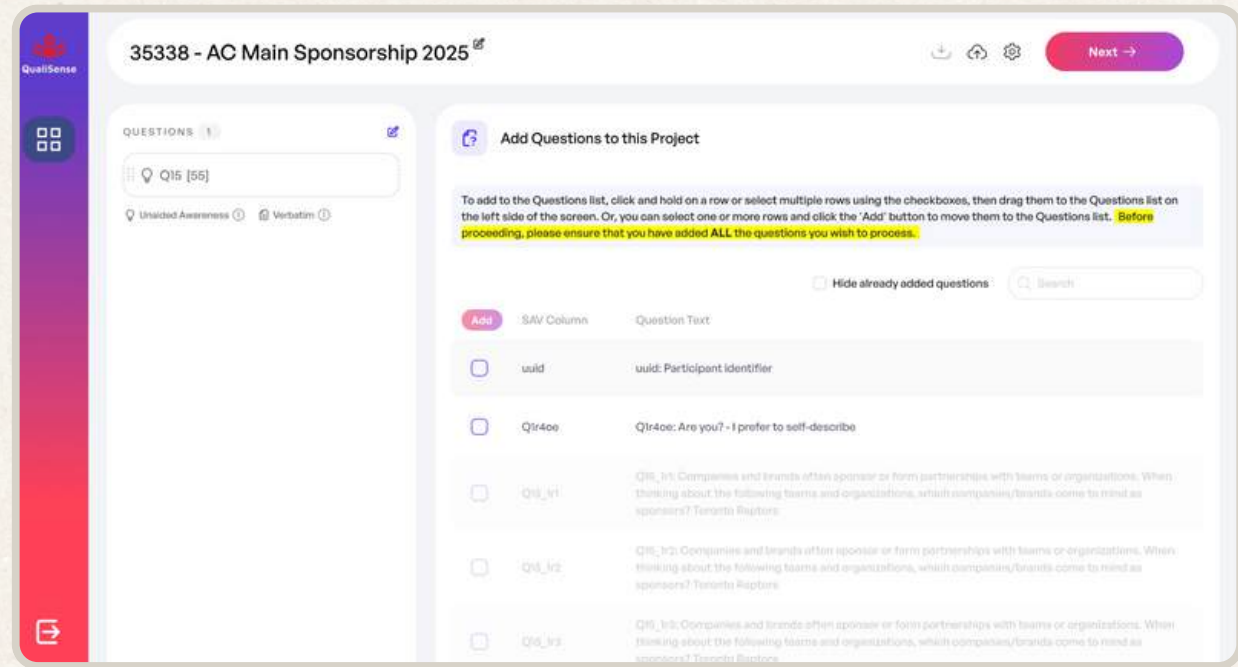
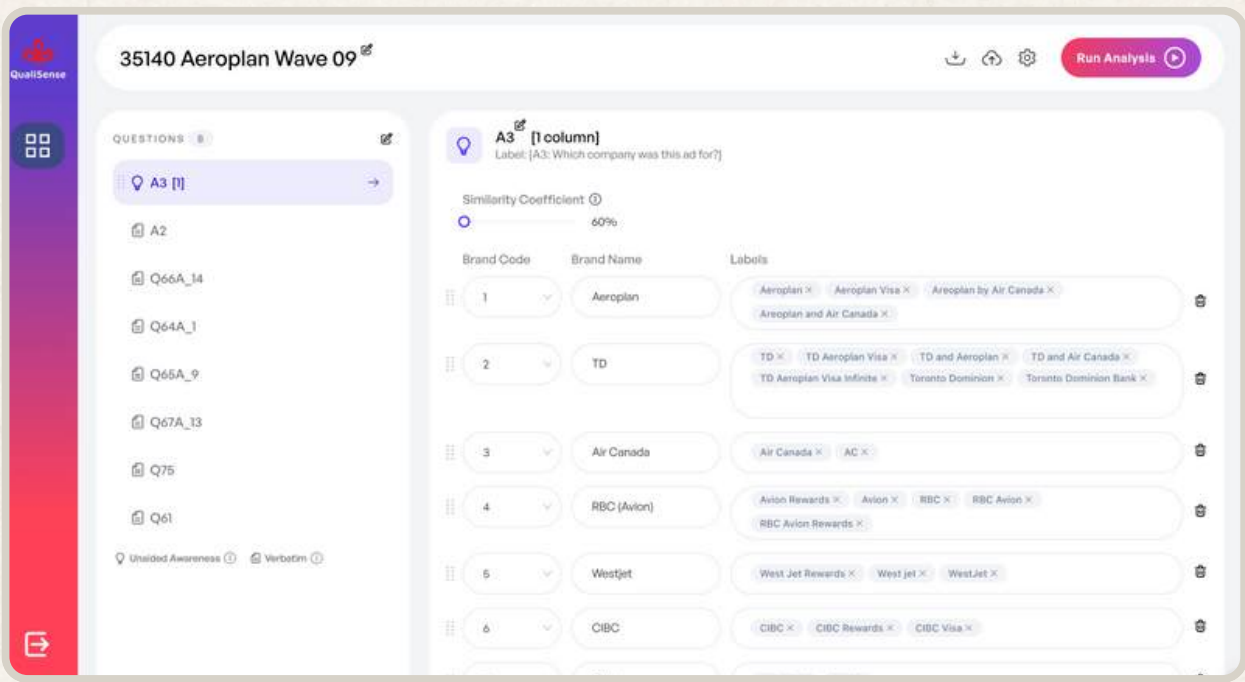
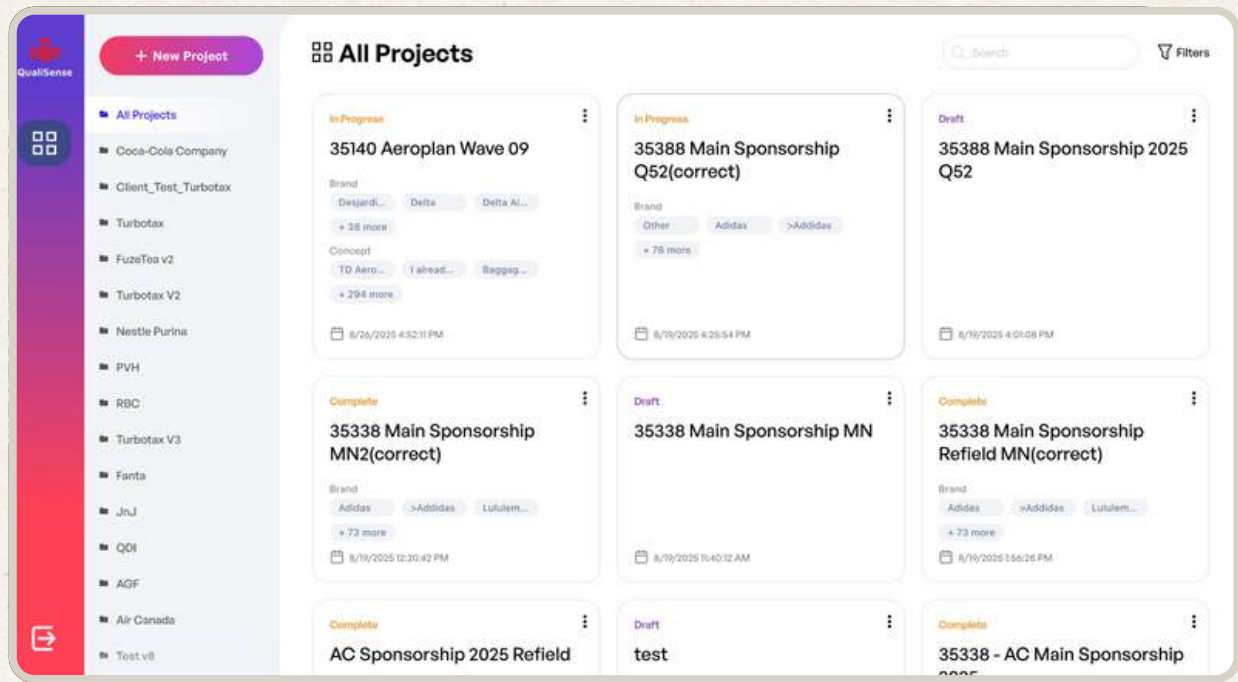
- Designed the full UI and experience flow
- Built the entire front-end from scratch

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



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

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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

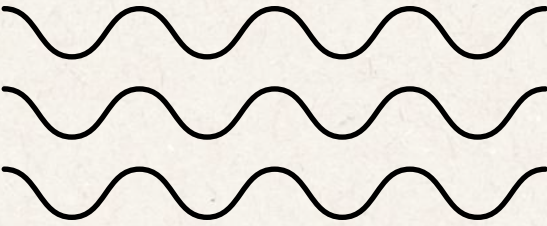
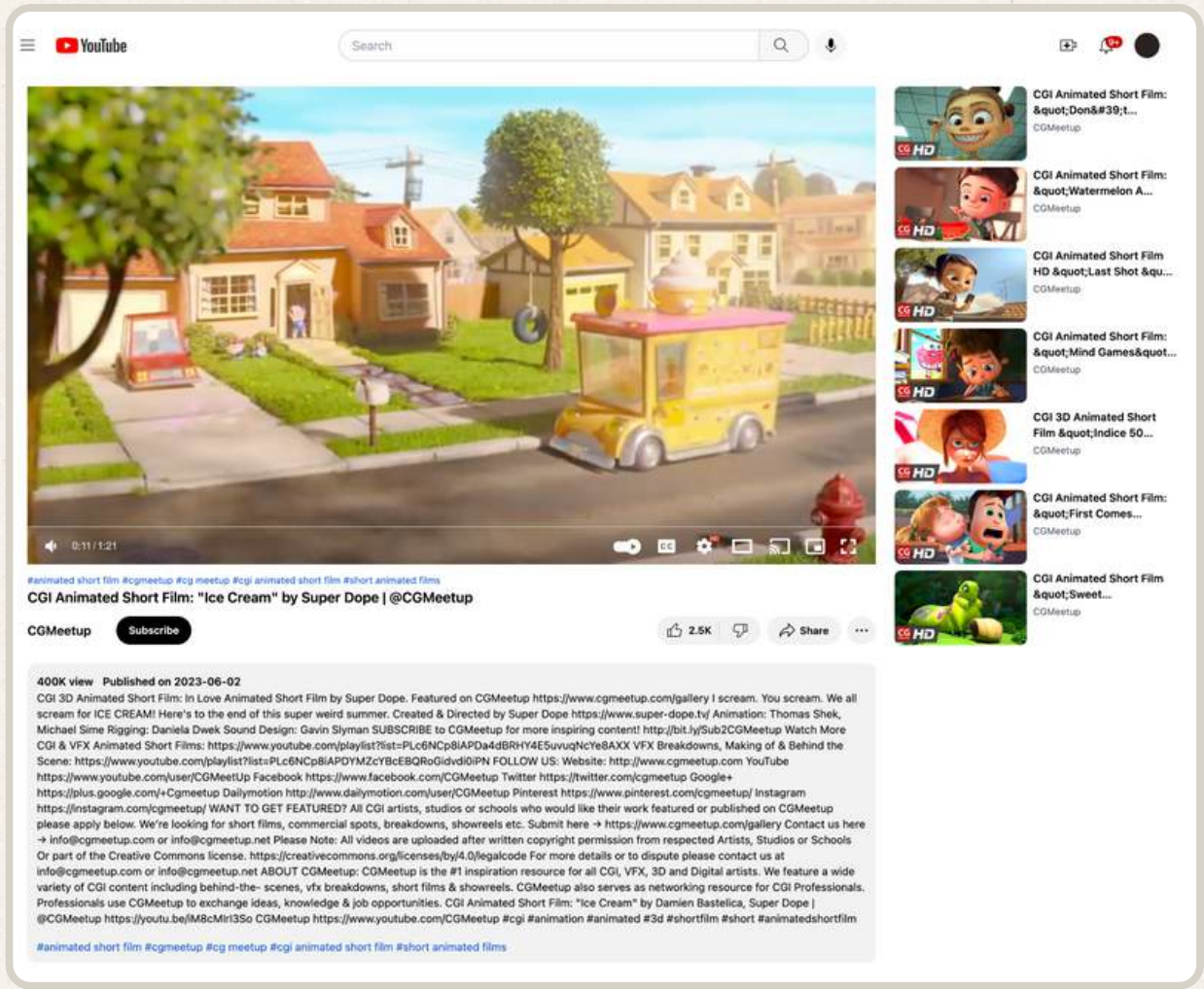
- Built a full front-end architecture and UI
- Re-created a YouTube-style interface and video behavior
- Implemented real-time event tracking (skips, watch duration, engagement)
- Integrated survey logic and backend data capture
- Ensured smooth playback and mobile-optimized UI

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

17

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

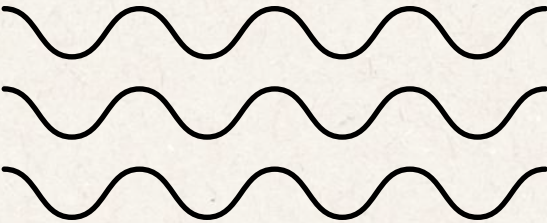
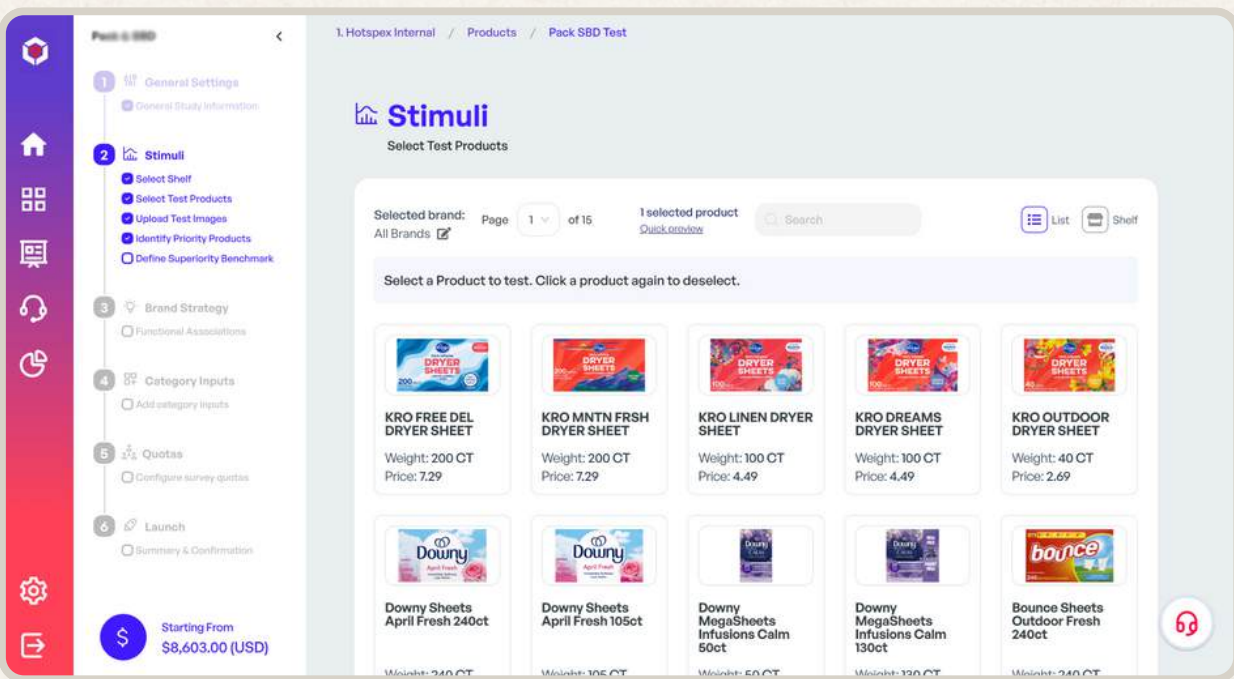
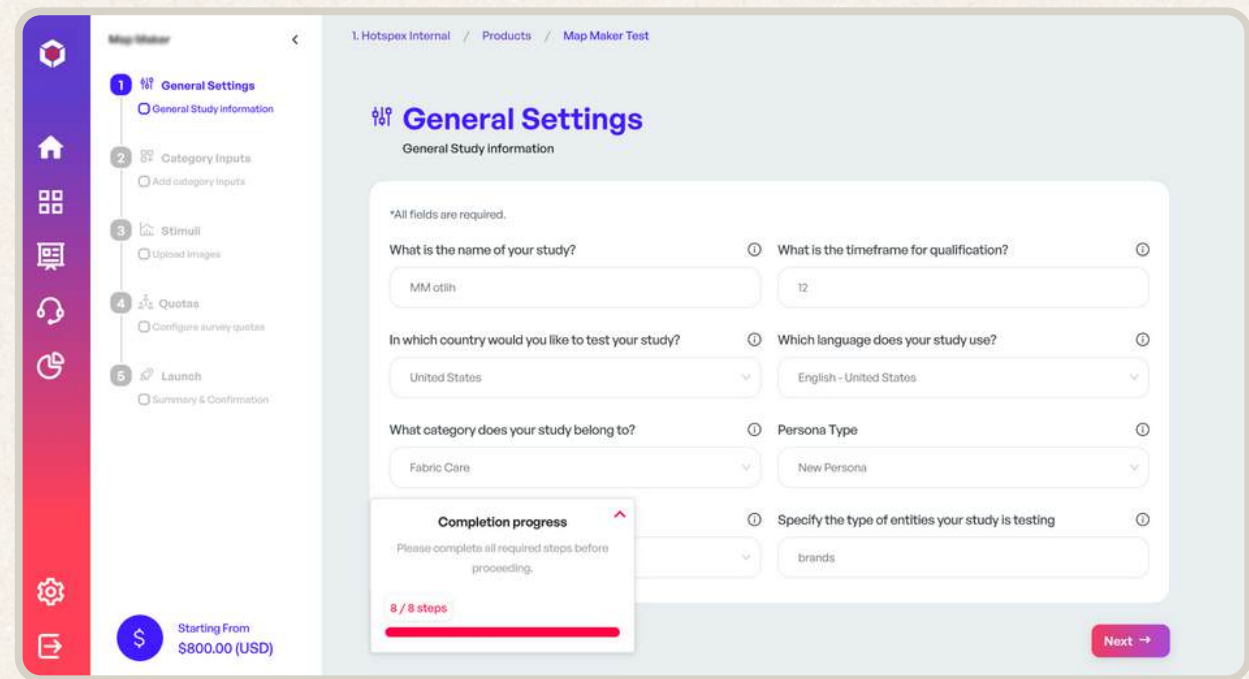
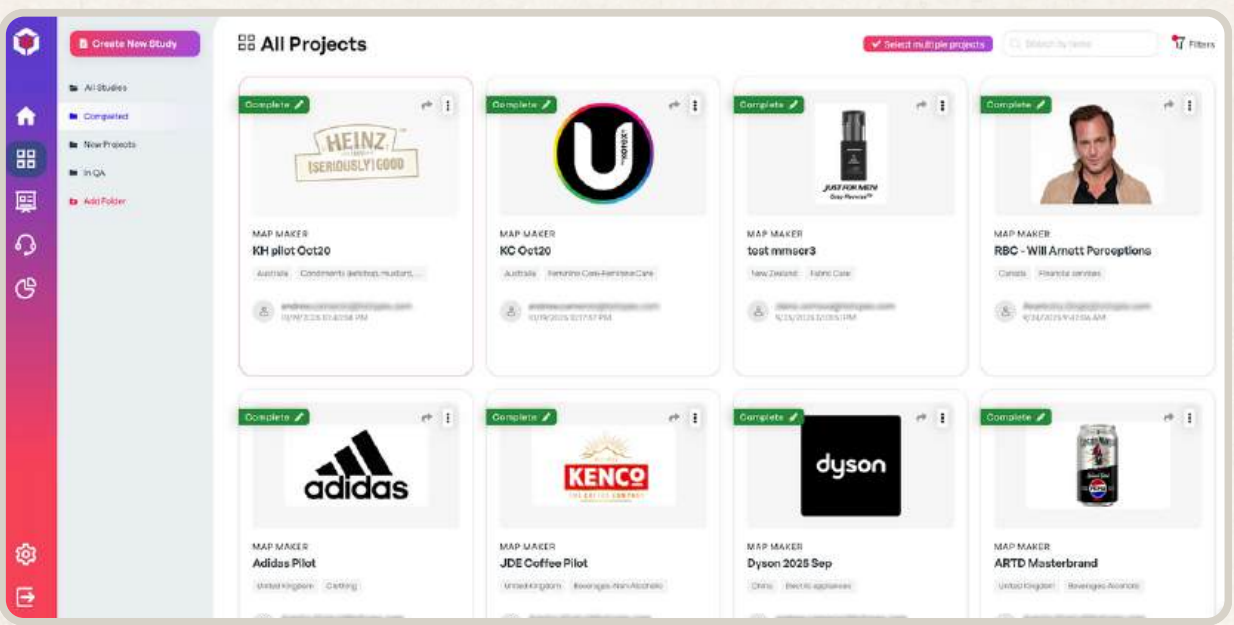
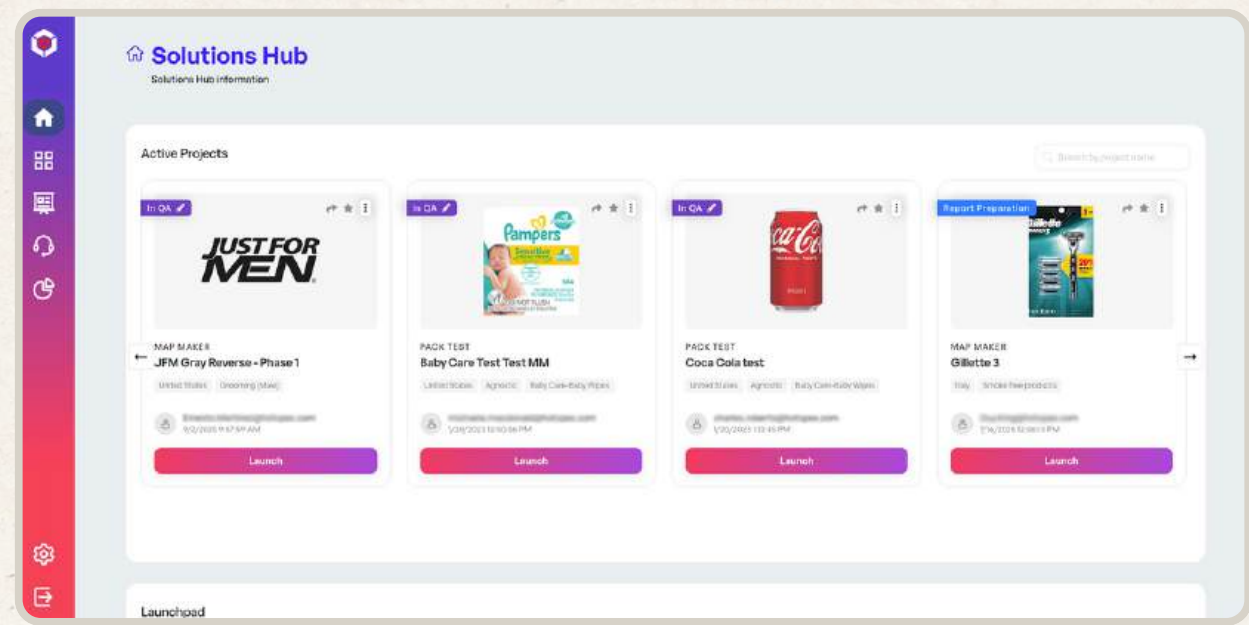
- Designed the full UI and experience flow
- Built the entire front-end from scratch

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



Vue.js | Brand Perception Mapping Tool

19

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

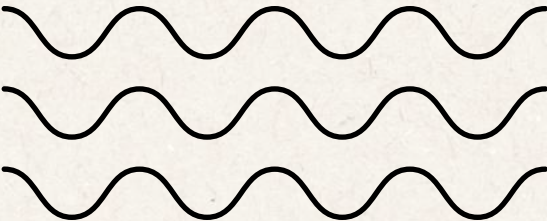
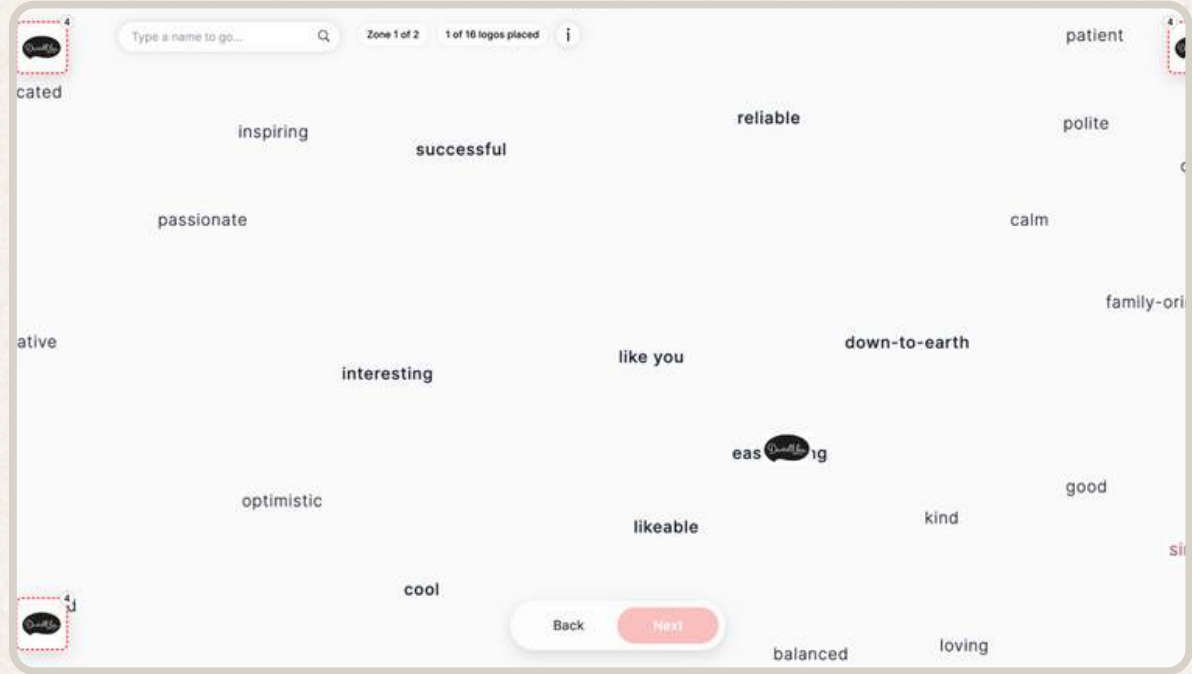
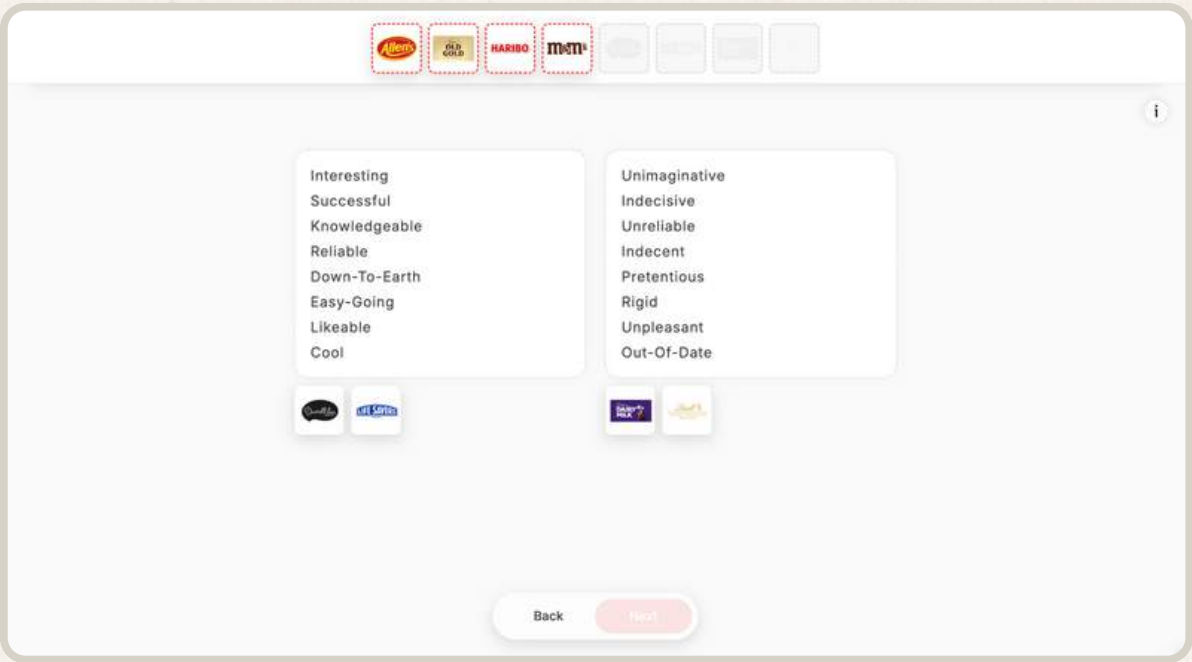
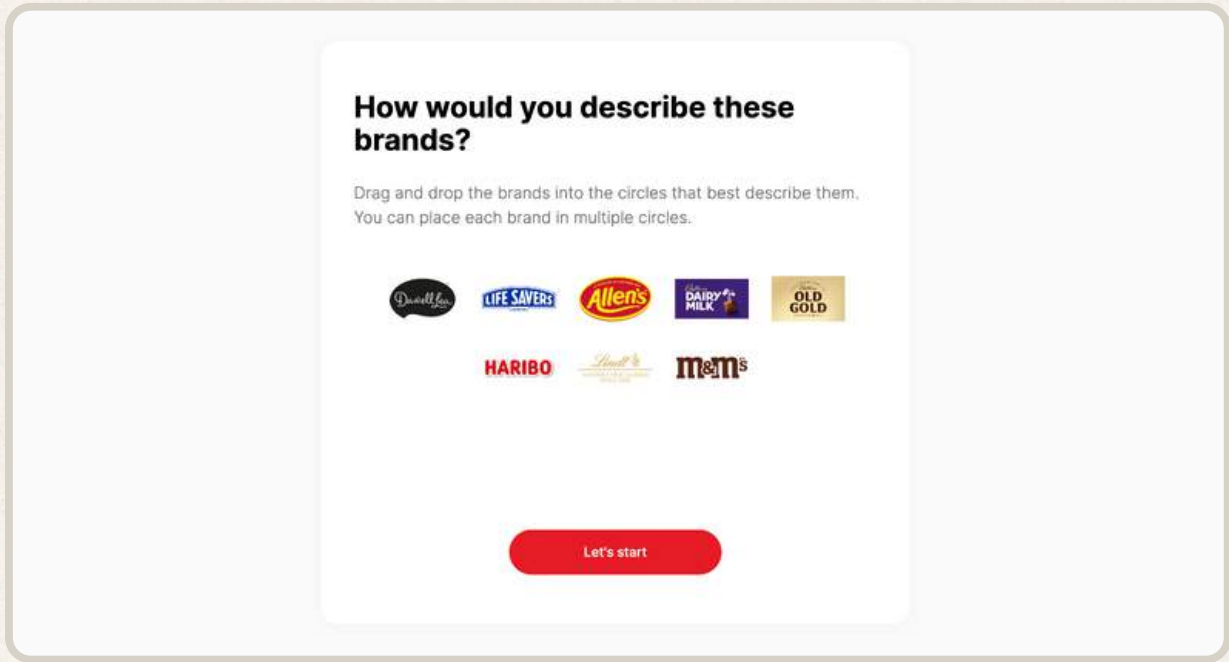
- Pixi.js canvas engine for performance with hundreds of visual elements
- Fully responsive for desktop & mobile
- Smooth UX with animations and calibrated drag precision
- Multi-brand + multi-attribute placement support
- Survey platform integration (Alchemer, Forsta)

TECH STACK

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

Vue.js | Brand Perception Mapping Tool

A SMALL SELECTION OF SCREENS FROM THE FULL APPLICATION



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

21

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

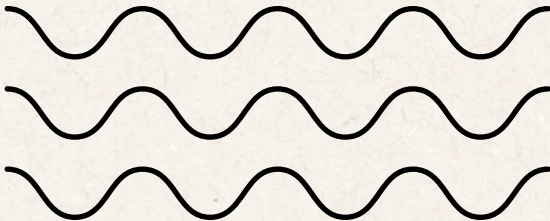
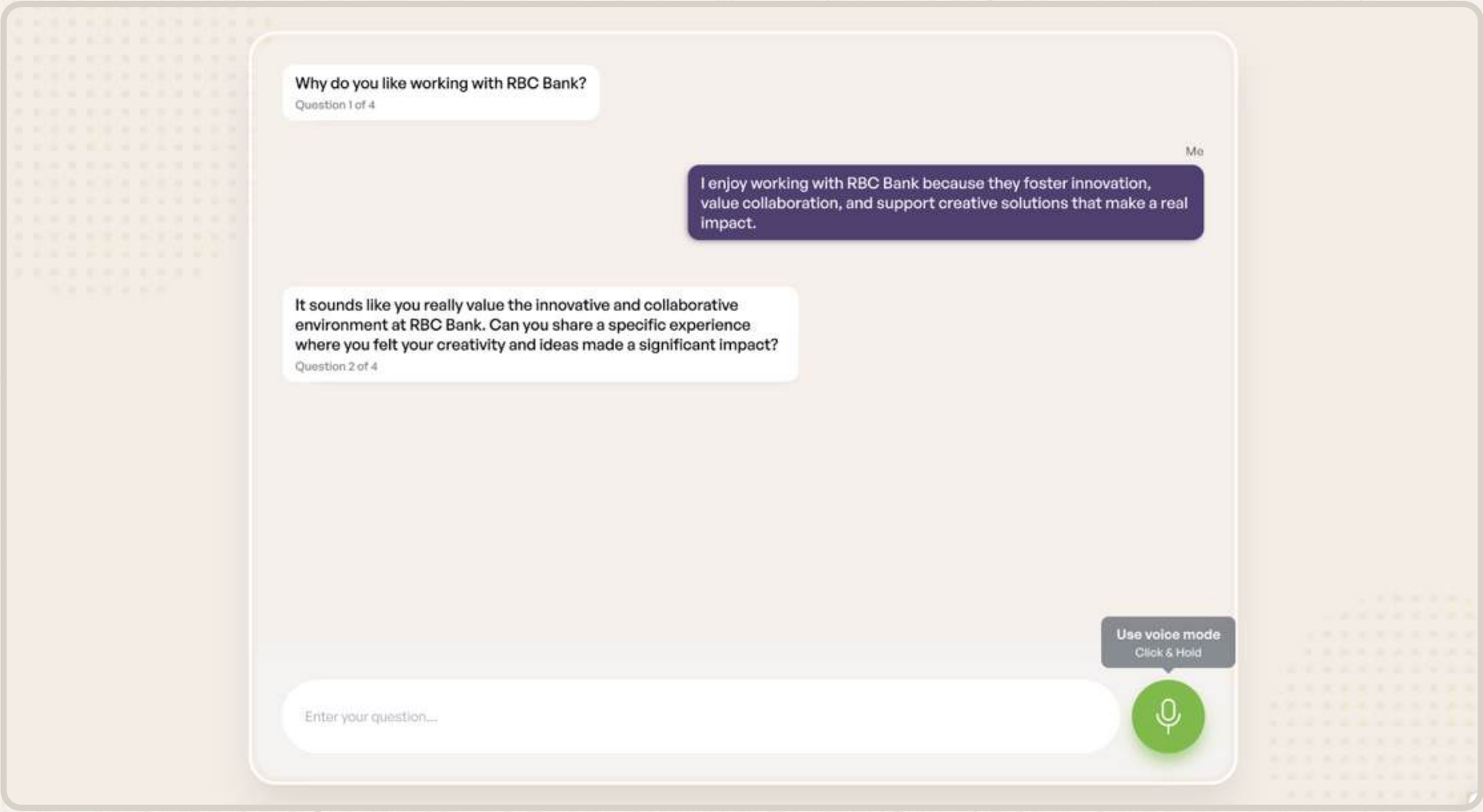
- Designed the full interface and conversational UI
- Built the front-end architecture from scratch
- Implemented voice recording and text input flows
- Integrated with survey platforms (Forsta/Alchemer)
- Ensured smooth UX and clean mobile-friendly design

TECH STACK

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

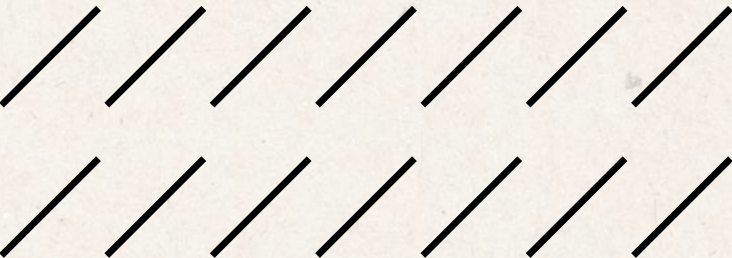
Vue.js | YouTube Ad Test – Interactive survey app for brand research

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

24

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

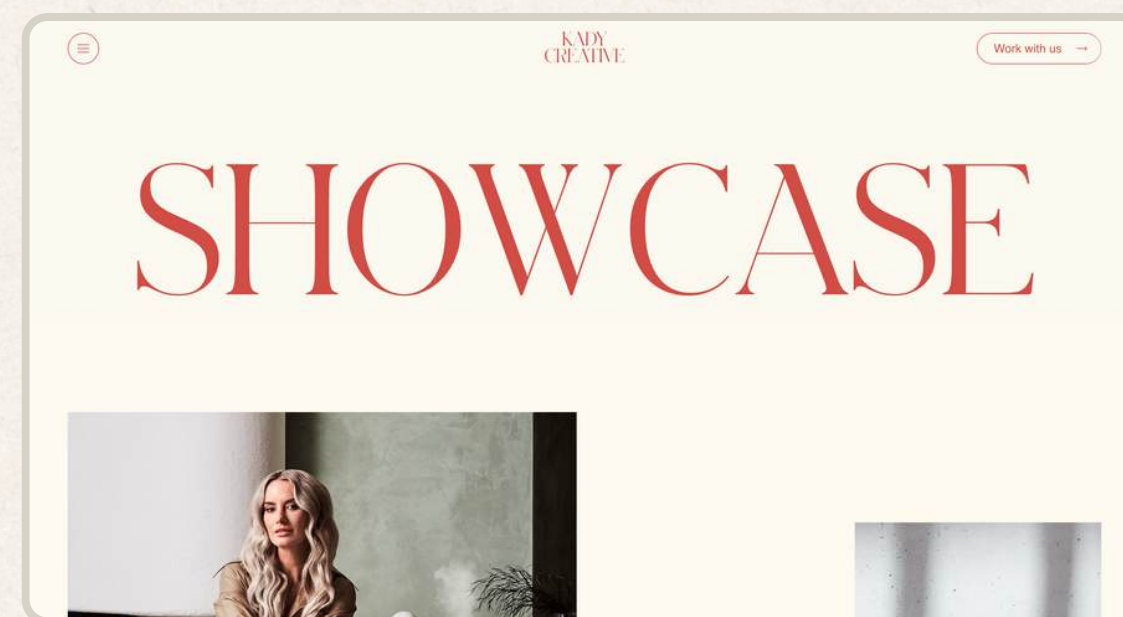
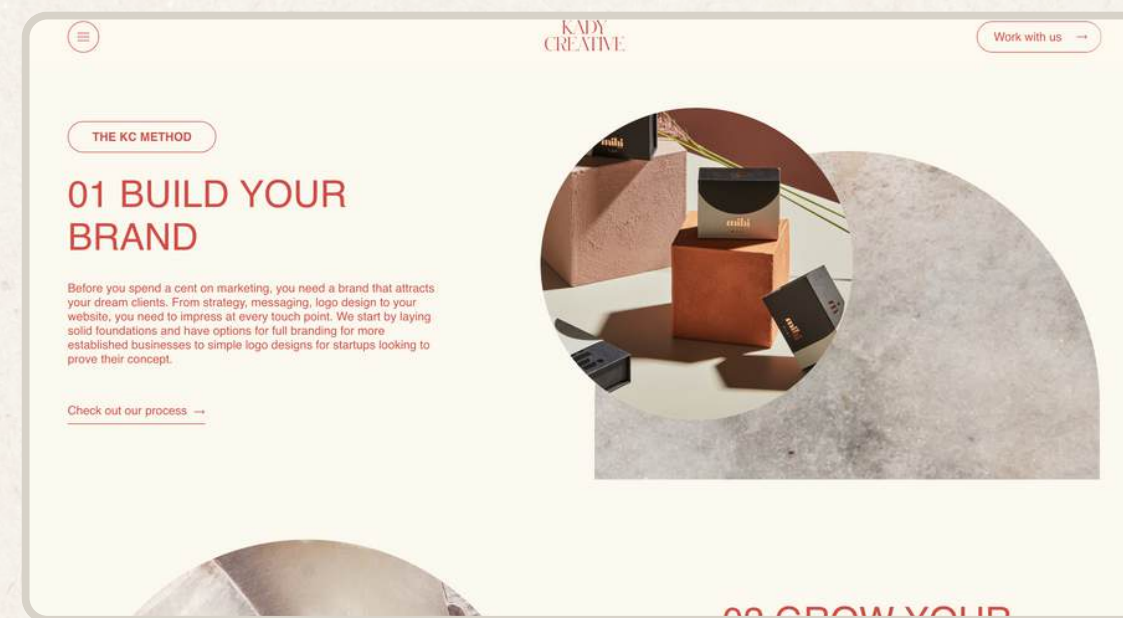
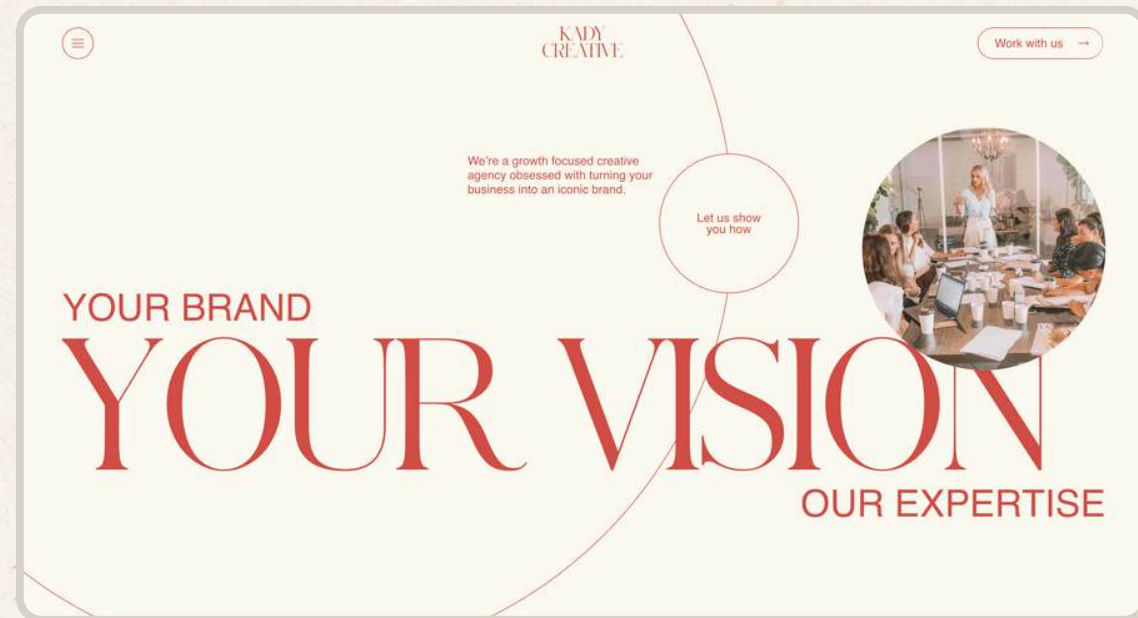
TECH STACK

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

Kady creative - Creative Agency Presentation Website

25

A SMALL SELECTION OF SCREENS FROM THE FULL WEBSITE



VISIT: kadycreative.com.au



Gables - Real Estate Presentation Website

26

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

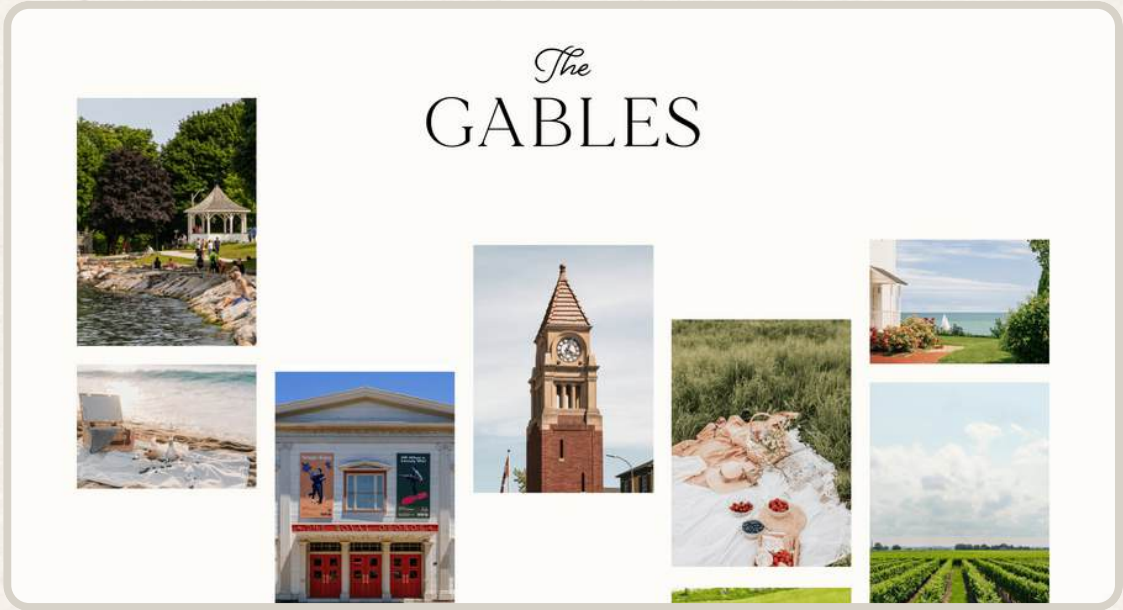
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TECH STACK

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



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



Valor Capital Group – Corporate Venture Capital Website

28

PRESENTATION 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 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, 2023




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, 2023



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, 2023

Valor Summits

See all

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

A decorative graphic consisting of two rows of parallel diagonal lines. The top row has seven lines, and the bottom row has seven lines, all slanted at approximately 45 degrees.

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

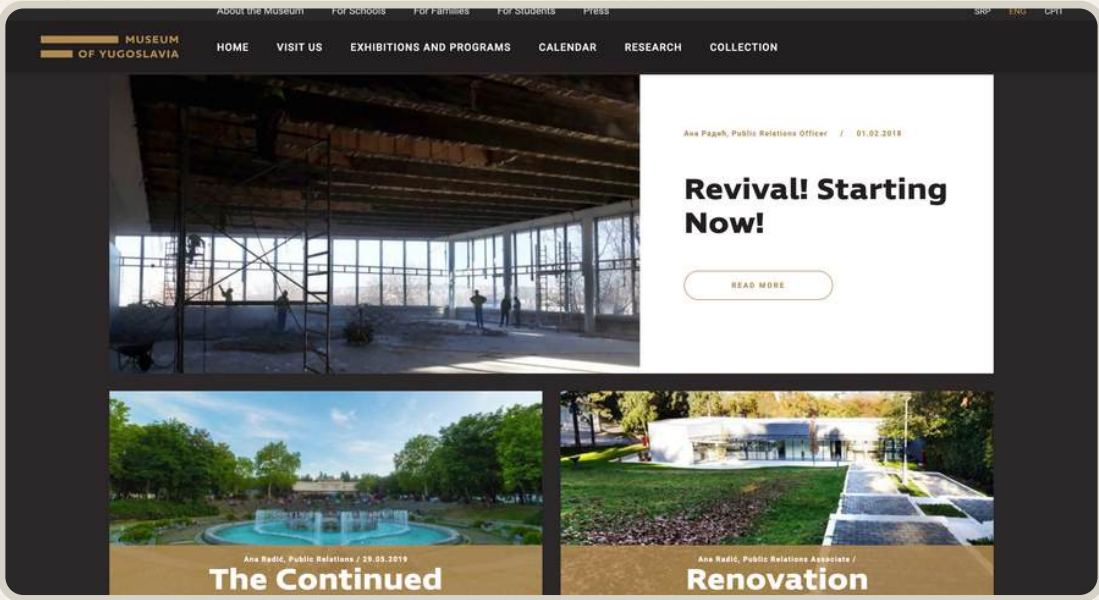
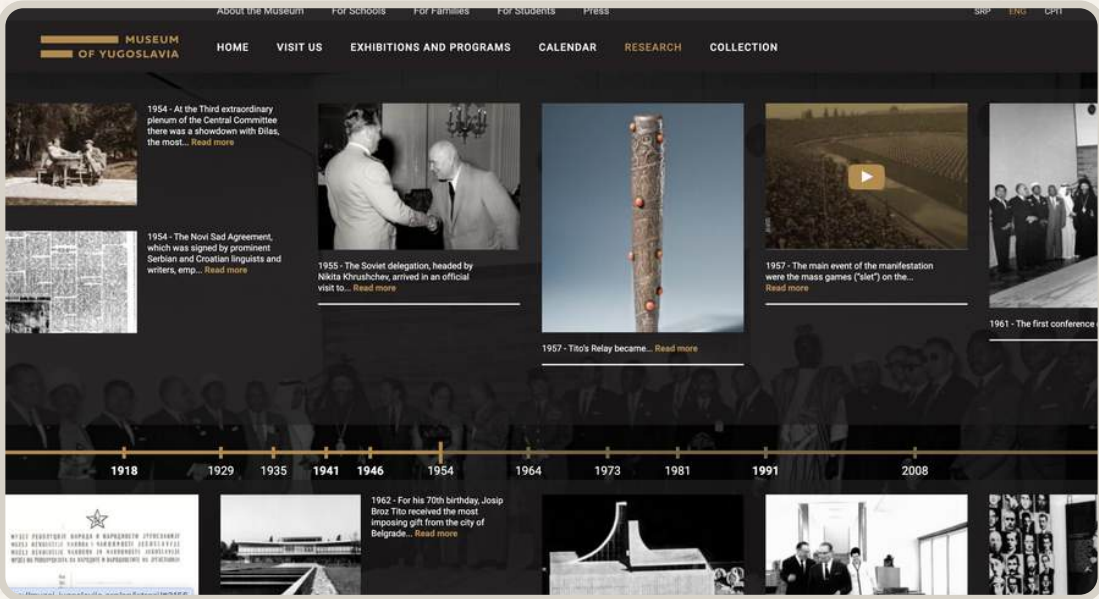
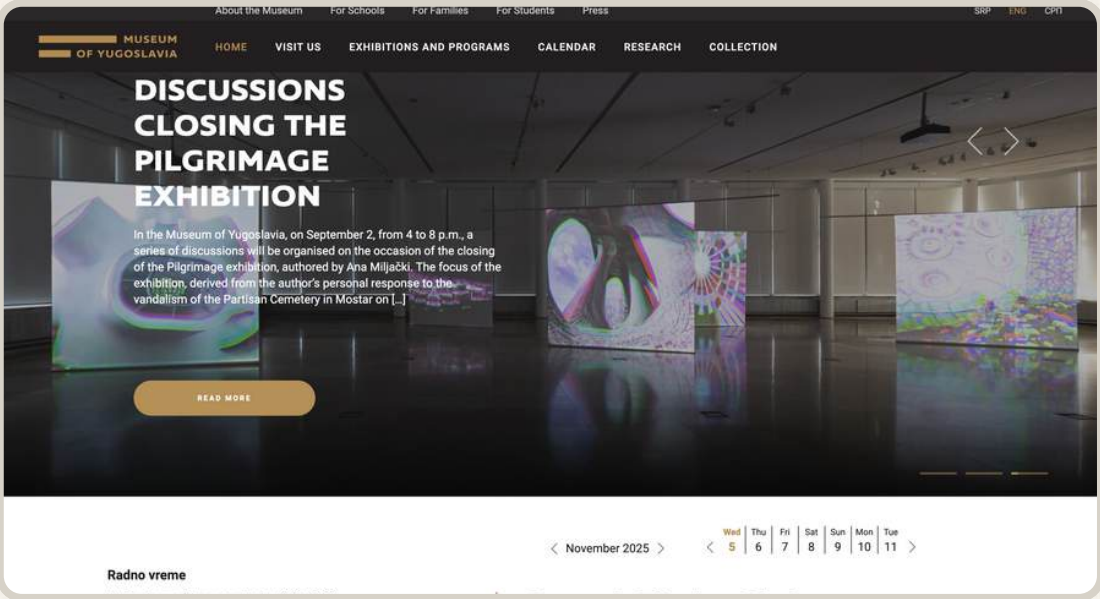
- Implemented pixel-perfect responsive layouts
- Developed smooth UI interactions & motion effects

TECH STACK

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

Presentation Website for Museum of Yugoslavia

A SMALL SELECTION OF SCREENS FROM THE FULL WEBSITE



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



Sargon — Creative Agency Website

32

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

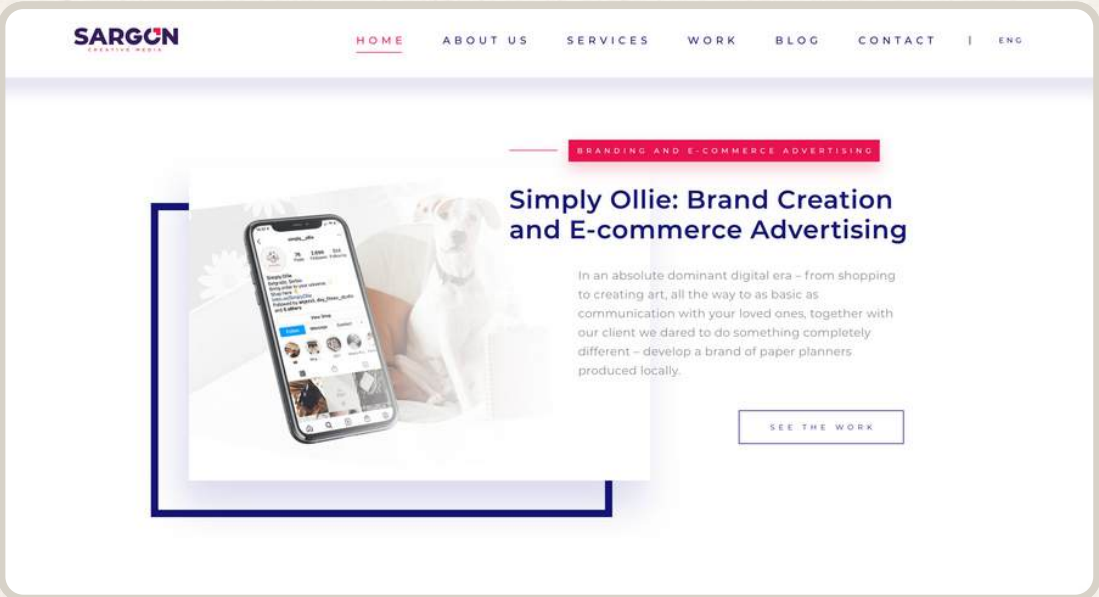
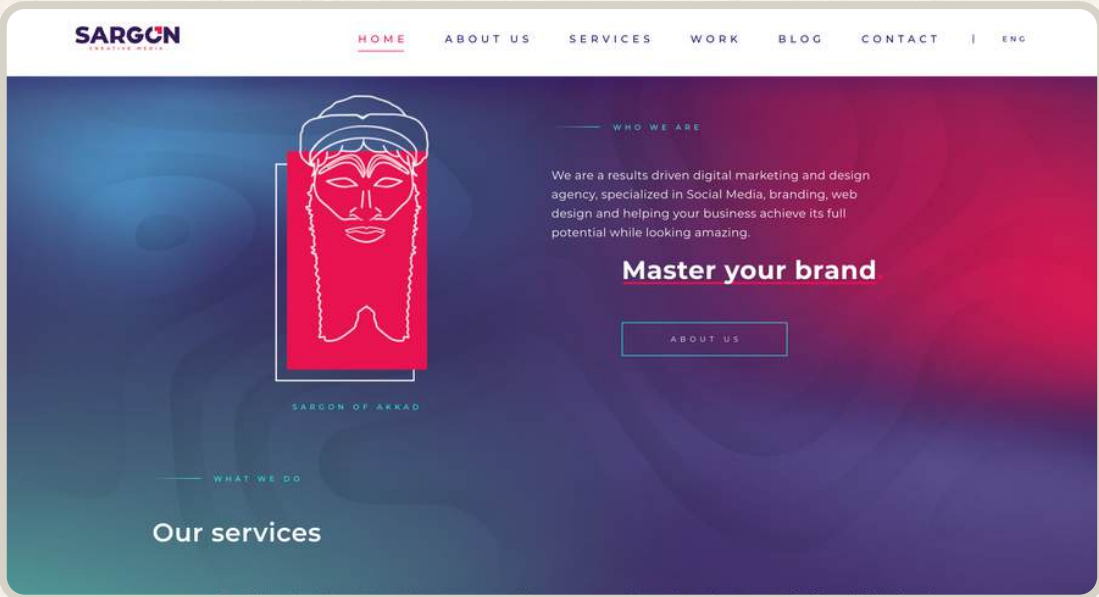
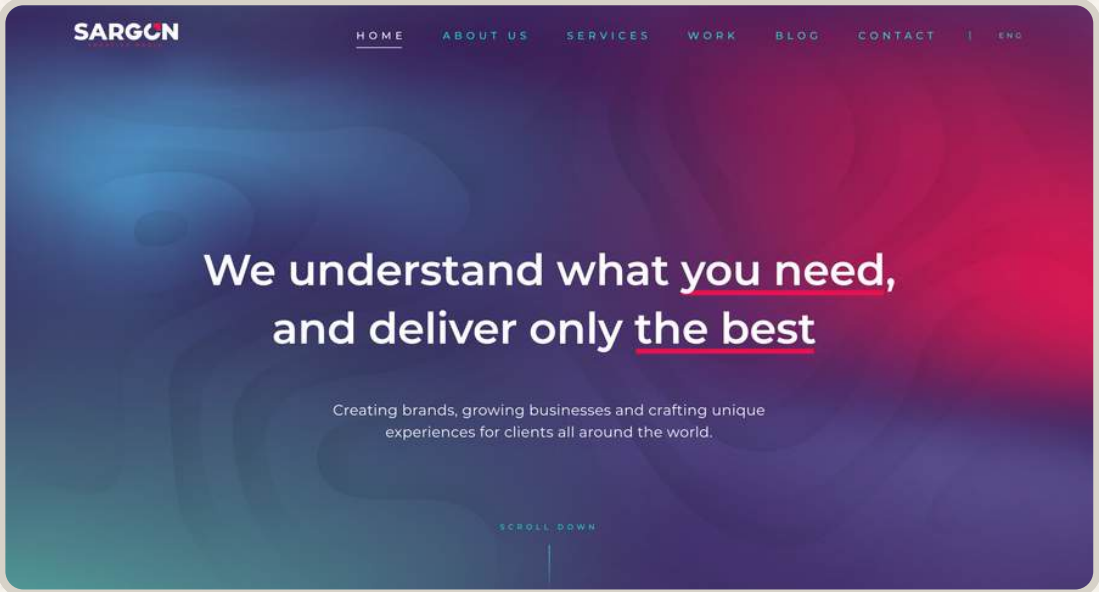
- Custom scrolling and motion effects
- Responsive layout and component architecture
- Pixel-perfect UI aligned to brand identity
- Performance optimization and smooth transitions

TECH STACK

HTML5 · CSS3 · JavaScript

Sargon — Creative Agency Website

A SMALL SELECTION OF SCREENS FROM THE FULL WEBSITE



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



Thank you

VISIT MY UPWORK PROFILE
