PETAR PAPONJAK

Graphic, Web & UX/UI Designer

Contact Info

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Portofolio

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Education

**College of Vocational Studies
Belgrade Polytechnic (2010 - 2014)**

- **Graphic Design (Bachelor's degree)**

About Me

Graphic, Web & UX/UI Designer with 10+ years of experience across agencies and freelance projects, working in graphic design, web design, front-end development, and product design.

I've designed and built websites, landing pages, and digital platforms, including enterprise and cybersecurity products.

I combine strong visual design, UX thinking and research, and solid front-end knowledge to deliver clear, usable, and scalable solutions.

With experience across the full product lifecycle-from concept and wireframes to live products-I effectively bridge the gap between design, development, and business needs to create high-quality, practical digital experiences.

Languages

- Serbian language (Native)
- English Language (Upper Intermediate)

WORK EXPERIENCE

BD1 Consulting, Belgrade   Graphic/Web & UI/UX Designer
Mar 2022 – Feb 2026 (Onsite)

UX/UI & Product Design:

- Led UX/UI design execution for complex cybersecurity platforms from concept to launch, collaborating with product managers, the CEO, CTO, and developers to deliver clear, scalable UX solutions.
- Designed wireframes and final UI design primarily in Figma, defining platform design, layout and functionality based on product, business, and SEO requirements, and building design systems for developers.
- Maintained and continuously improved live platforms, identifying UX issues, fixing bugs, and supporting ongoing updates, including LMS content for the student-facing experience.
- Coordinated cross-functional work between design and development teams to support smooth and timely product delivery
- Through this work, I gained a strong understanding of enterprise cybersecurity products while improving UX, usability, and overall product quality across multiple platforms.

 Key cybersecurity platforms I worked on:
- Hackers Range: Cybersecurity training & simulation platform
- HackersEye Suite: Enterprise detection & response platform (MDR / SOC)
- BeCyber : Cybersecurity awareness & phishing prevention platform

Graphic & Web design:

- Designed & maintained company websites, landing pages, and email templates
- Implemented designs using HTML, CSS, and JavaScript
- Managed and optimized WordPress websites (performance, SEO, plugins)
- Created branding and marketing assets, including logos, presentations, documents, banners, social media visuals, and videos

Web Wiz Inc Agency, New York   Graphic/Web Designer
May 2019 – March 2022 (Remote)

- Designed and developed 40+ websites using HTML, CSS, JavaScript, and Bootstrap
- Redesigned client websites to improve usability, responsiveness, and SEO performance
- Maintained and updated websites, resolved bugs, and solved design challenges
- Worked closely with project managers to define client requirements
- Used Google Analytics to analyze traffic and improve conversion rates

DotData, Belgrade / Amsterdam   Front-End Developer
Nov 2019 – Feb 2020 (Onsite, Internship)

- Worked on a market research and data collection application and website
- Collaborated with senior developers and received mentorship on front end devlopment
- Contributed to UI/UX improvements, feature testing, bug fixing, and functionality validation

Accutax Software, Texas   Graphic/Web Designer
Oct 2018 – Dec 2021 (Remote)

- Designed and redesigned websites and landing pages using Photoshop and Adobe XD
- Converted designs into responsive front-end code & sites (HTML, CSS, Bootstrap)
- Improved UI/UX, mobile responsiveness, website speed, and SEO performance
- Created graphic assets for company needs, including logos, banners, and custom UI elements for a tax software application

Budgeted Ventures, Kuwait Graphic Designer
Apr 2018 – Jan 2019 (Remote)

- Created social media and marketing assets for Facebook and Instagram
- Designed branding materials for small businesses (logos, corporate identity, menus, labels, banners, app UI)
- Contributed to a 50% increase in social media followers through improved visual content

Upwork   Graphic/Web Designer & Front-end developer
July 2017 – March 2022 (Remote)

- Worked on long-term collaborations with international clients (including Web Wiz, Accutax, Budgeted Ventures)
- Delivered 100+ graphic and web design projects for clients and outsourcing companies in the USA and Europe
- Specialized in graphic design, web design, and front-end implementation projects.
- Achieved Top Rated status with 97% positive client feedback

- Analytical and creative problem-solver.
- Strong work ethic and ability to meet tight deadlines.
- Highly organized; effective working independently or in teams.
- Detail-oriented, thorough, and precise.
- Adaptable, fast learner, and open to new tools and techniques.

ProDevs, Belgrade   Web Designer & Front-end developer
Sep 2016 – Jun 2017 (Onsite)

- Designed and developed websites and landing pages for clients
- Built and maintained front-end functionality for websites and a video application platform. Improved UI/UX of platform .
- Technologies used: HTML, CSS, ,Bootstrap, Jade/Pug, responsive design, PSD to HTML
- Communicated directly with clients and collaborated with front/back-end developers

SKILLS & AREA OF EXPERTISE

UI/UX Design:

- UX/UI design for platforms and products with end-to-end ownership, from concept and wireframes to delivery and live iteration.
- Experience designing UX/UI across multiple platforms and industries, with deep experience in cybersecurity products.
- Designing wireframes and final UI in Figma, creating and maintaining design systems to ensure smooth collaboration with product teams and developers.
- Strong research skills, including competitor analysis and understanding project scope and user needs.
- Translating product and business requirements into clear, scalable UI/UX solutions.
- Strong problem-solving mindset, bridging design and development.
- Refining designs based on feedback and real-world platform usage.

Web Design:

- Designing websites and landing pages with a strong focus on usability, clarity, and conversion.
- Creating wireframes, page layouts, & UI concepts, followed by structuring website content for clear user flow.
- Improving UX/UI of existing websites and platforms through redesigns and usability enhancements.
- Experience designing email templates, newsletters, and marketing pages.
- Strong understanding of responsive layouts and cross-device behavior.

Web Development / Front-end:

- Implementing designs into clean, responsive code using HTML, CSS, Bootstrap, and basic JavaScript.
- Using AI-assisted tools (ChatGPT, Gemini) to solve coding challenges and accelerate development.
- Translating designs from Figma / PSD / AI into HTML code.
- WordPress: designing and updating websites, managing themes, plugins, and content.
- Maintaining websites, debugging UI issues, fixing bugs, and improving stability.
- Applying SEO optimization, performance improvements, browser compatibility, & integrating Google Analytics.

Graphic & Visual Design:

- Making Graphic design for print and digital media: branding systems, logos, company documents and presentations, marketing assets, icons, and short promotional videos.
- Strong understanding of layout, typography, color, and visual hierarchy.
- Experience designing graphic assets optimized for web and mobile platforms.
- Comfortable using AI-assisted tools to enhance design workflows, explore concepts, and stay up to date with modern design trends.
- Design Tools: **Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD,Premier), Affinity Designer.**

Product & Collaboration Skills:

- Project planning and tasks organization, supporting smooth and timely delivery (including meeting coordination and action tracking).
- Comfortable working independently or as part of a team.
- Experience collaborating with product managers, developers, and stakeholders.
- Guiding developers and designers through requirements, design systems, and implementation details of project to ensure alignment.
- Experience working in cross-functional teams, including remote and distributed environments.
- Ability to understand technical constraints and align design decisions with development realities.
- Highly organized, adaptable, and able to manage multiple priorities.