



UX

is all about system thinking,  
challenging complexity &  
pragmatic design

Words **Are** Interface. Users **Are** People. Curiosity is **All**.  
And this is my CV – **Boris Belonjek**, Zagreb, October 2019

## OVERVIEW

My name is Boris Belonjek, I'm based in Zagreb, Croatia (UTC+1) and with some 15 years of experience in interaction design, I'm at a principal designer level according to the Intercom & working toward covering all the senior principal role responsibilities.

My primary interests are strategic & concept design, cognitive & behavioural psychology, complex problem solving, UX architecture and interaction design, mentoring and teaching design and facilitating design thinking.

\*Designer levels at Intercom - [t.ly/5n0dm](https://t.ly/5n0dm)

I've been helping organisations to execute digital strategies by creating coherent UX strategies, information & interaction designs and setting up inclusive and sustainable design processes.

My personality is persistent & proactive self-starter with a knack for business objectives, technical capabilities & user needs. I thrive in a fast-paced environment where some level of ambiguity is typical for the complex problem-solving process. For a last four years, I've been working in remote teams with team members from the US, Europe, China & Australia...

## CORE SKILLS / PROCESS

### 1 / Discovery & Strategy

- Hi-Level Design Strategies (product, UX, branding)
- UX Architecture
- Communication Strategy
- Content Strategy
- UX Audit
- User Research & Analysis
- Market Research
- Customer Journey
- Empathy Mapping
- User Story Mapping
- User Scenarios
- Use Cases & flows
- Action Flows
- ...

### 2 / Design

- Creative Direction & Concepts
- Art Directions
- Copywriting
- Information Architecture
- Low / Mid / High Fidelity Wireframing
- High Fidelity Mockups
- Visual Design
- UI Design
- Qualitative User Testing
- TOOLS**
- Sketch
- Figma
- XD / Photoshop / Illustrator

### 3 / Prototyping & Implementation

- Motion Design
- Atomic Design, Design Systems & Styleguides
- Design w/ Code (HTML5 / SCSS / JS)
- CSS frameworks (Bootstrap 4, Bourbon ...)
- Templating languages (Django, HamL, Jade ...)
- GIT
- TOOLS**
- InVision
- Zeplin
- UX Pin
- Principle
- Sublime Editor

## WORK EXPERIENCE

### Independent Design Consultant

@ Freelance  
@ Toptal  
@ MVP Factory  
2015 -

Currently working with high-impact early / mid stage startups in zero code, blockchain and edu tech domains.

The work is mix of UX strategy, information architecture, concept development, user testing, design-ops, designing & developing design systems and guidelines, UX and UI design, copywriting, creative and art direction, design education, mentoring, evangelism for better design practices and methods and introducing design thinking into strategic and operational activities.

I'm also doing product & user experience consulting, most recently for the Mastercard Labs.

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### Lead Service / UX Designer

@ ZABA - UniCredit Bank  
2018 - 2019

This was a lead role where we've been working with the core dev team on designing & developing platform & tools for scalable development used by business and development teams. Some of the strategic and operational activities were:

- Design OPS to support building rapid development tools & processes
  - Set tools and processes to improve cross-teams communication & collaboration
  - Optimisation idea-to-implementation flow by affecting the speed of making decisions, creating more efficient methods for gathering feedback & using crowd-sourcing for knowledge sharing & insights
  - Creation education programs for junior design & development team members
  - Introducing rapid prototyping methods & create training programs for business teams
  - Improvement of content strategy for the core framework documentation
  - Promotion the idea of organisation (system) level design thinking
  - Evangelism for the user-oriented design practices
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### Art Director / Lead UX

@ GamingBattleground  
2017 - 2018

Lead designer/art director at design-first gaming startup GamingBattleground. It was acquired by the ArcadeX. In a nutshell, it was an eSport platform aiming to deliver competitive gaming experience to the casual gamer community. I was responsible for providing design solutions for challenging business goals while empowering players to benefit from their gaming skills and help the development team deliver. GBG was listed on Australian stock exchange with the goal of delivering turnkey eSport experience solution to brand partnerships.

- Conducted extensive market & user research
- Methodically organised and analysed research findings to define the cross-platform product design strategy for mobile, gaming consoles and PC platforms
- Developed key user scenarios and use cases
- Designed use and action flows
- Designed hi-fidelity wireframes
- Designed hi-fidelity mockups
- Designed brand guidelines incorporating communication tone, communication message and visual guidelines
- Designed a three-level notification system to provide a minimal distraction but keep the user informed about mission-critical game status
- Working on a design system with extensive interaction and UI patterns
- Delivered hotfixes for front end implementation
- Designed engaging motion design pieces for business-sensitive components
- Designed numerous concepts to help biz dev team with developing long term business strategy
- ...

## CV - BORIS BELONJEK

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## WORK EXPERIENCE

### Product Designer

@ GoodCode.io  
2014 - 2017

Lead end-to-end designs on a number of client and in-house projects. My day to day work was focused on creating product strategies, defining design processes, creative problem solving for complex interaction and communication problems. Role included C level consulting, education, mentoring and design evangelism.

– Created product & UX strategy alongside with extensive design system for DataGator, a collaborative big data platform featuring innovative aggregation tool. Due to the success of early design prototype, GoodCode was awarded a long term development contract

– Improved branding, verbal and visual communication, redesigned UI and coded vanilla HTML/SCSS templates for A Web Whiteboard online tool with a focus on intuitive UI, performance and cross-platform usability. Tool successfully fulfilled the needs of thousands of users in different use cases ranging from primary schools teaching to corporate brainstormings

– Helped RelativeTech to design and develop advanced machine learning tools for investment banking. Hold workshops on use cases and user roles. Helped with designing use flows and internal processes. Successfully designed IA, UI and interaction patterns to simplify complex flows and processes while accommodating for needs of different user roles, with focus on fund research, analysis and risk management workflows.

– Organized design and coding workshops and hold mentoring sessions for junior team members

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### Design co-founder

@ Easy rider  
2015 - 2016

Joined early stage startup as a design co-founder. Easy rider aimed to become the go-to place for discovering awesome motorcycle routes. It features accurate motorcycle tracking iOS and Android app and companion web application. Was responsible for UX / IA / UI / interaction design & copywriting.

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### Design co-founder

@ Drafter  
2014 - 2016

Co-founded mobile first fantasy football platform. I've led efforts on project management, product strategy, all of the designs (UX / IA / UI / interaction), branding and communication strategy, copywriting and some of front end development. Drafter won the Erste Banks Best Startup Award.

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### UX / Visual designer

@ 024 Zona agency  
2010 - 2014

Worked as part of small tight-knit team for clients from different industries on creating brand recognition and content for their digital communication channels. Was responsible for developing brand digital strategies, all of the digital designs, implementation and project management.

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### UI designer / developer

@ Minus 5  
2007 - 2010

In-house designer with a team of developers on creating information-heavy web applications for the largest betting company in the region. I've done information architecture, interaction and UI designs, HTML/CSS development and implementation for web applications and interactive kiosks. Also did some visual/branding and graphics designs.

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### Web designer

@ Kreator IT  
2006 - 2007

– creative concepts, IA, visual, interaction & UI design; html/css development  
– flash banners, graphic design & DTP  
– customer support & account management

## CV - BORIS BELONJEK

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## EDUCATION

### Coursera, MIT, Stanford, Udemy, LinkedIn Learning, edX courses

Social Psychology	Strategic agility
Fundamentals of Business Strategy	Creating a Culture of Change
Leadership for Engineers	Organization Design
Creativity & Entrepreneurship	Strategic thinking
UX Design Strategy	Creating a Culture of Learning
Digital Transformation	Creating a Culture of Strategy Execution
	...

### Business school Filaks, Zagreb

Marketing specialization – Managerial degree  
2010 - 2010

### Polytechnics Zagreb

Information design – Bachelor's degree  
2000 - 2005

### Technical school Ruder Bošković, Zagreb

Electronics technician  
1996 - 2000

## BACKGROUND EXPERIENCE, OTHER SKILLS & AFFINITIES

**Best business plan award for posao.hr** - won a scholarship for marketing specialization

Extensive experience with **distributed teams** workflow and processes

Extensive **consulting, presentation & mentoring** experience

Extensive experience with **lean, agile, scrum & kanban** philosophy & methods

Solid **project management** & product ownership experience

**Co-founded StartUp Croatia** - news portal focused on the Croatian startup scene

Practical knowledge and understanding of hardware and software, LAN and WAN environment and protocols, network security ...

Photography, directing, lightning & camera operation & theory

Sound & video editing experience

Bass / guitar / drums playing

Studying Kempo martial art

Teach Kempo yoga

Running, enduro mountain biking & bike commuting

Driving licence B category