

Boban Vranjanac

Senior Product Designer | UI/UX Designer & Researcher

Complex, data-heavy products | Real-time monitoring & geospatial platforms | Regulated environments

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Serbia (CET) | Available full-time, remote contract or permanent | Open to EU relocation

PROFILE

I design products where the hard part is the data: live sensor feeds, maps, time-series, alerting rules, regulation. Over 10+ years I have done this for betting platforms under strict compliance, hotel operations software with brutally complex setup flows, a financial modeling tool in Berlin, and my own real-time monitoring platform that grew into the leading service of its kind in Serbia.

I work the whole arc: talking to users, mapping the workflow, high-fidelity design in Figma, design systems, then staying close to engineering through implementation. I also build. My own platforms run in production on Next.js, TypeScript and Supabase, which changes how I design; I know what is cheap to build, what is expensive, and what breaks.

SELECTED IMPACT

- Designed and shipped vodostaj.rs, a real-time water monitoring platform covering 1,585+ live stations across six countries. 15,000 monthly active users, #1 Google rankings across the region.
- Built the UX research and insight function from zero inside a 28-person product organization at a Flutter Entertainment Group company.
- Re-architected a 40+ form configuration workflow at Hotel Sync, cutting interaction steps by 25 to 60% and support inquiries by ~15%.
- Designed a threshold alerting system whose 134 user-configured alerts all remain enabled months after setup. People keep what they set up, which is the retention metric I care about most.
- Designed „A Window to the Past“ (Prozor u prošlost), a public heritage installation at the Kruševac fortress: a glass panel that visually completes the ruined medieval Donžon tower when you stand in front of it. The piece has gone viral across social media several times and is now a small landmark of my hometown.

CORE SKILLS

End-to-end product design • Customer research & discovery interviews • Usability testing (Maze) • Systems thinking • Complex workflow architecture • High-fidelity design & prototyping (Figma) • Design systems • Information architecture • Data-heavy product design • Real-time monitoring interfaces • Geospatial & GIS-based interfaces • Time-series & data visualisation • Threshold alerting & risk detection UX • Compliance-aware UX • B2B SaaS • Behavioural analytics (GA4, FullStory, Looker)

EXPERIENCE

Expert UX, Product Optimization & Insight | Maxbet (Flutter Entertainment Group) *Feb 2025 – Present*

- Brought evidence-based design practice into a 28-person product organization that had none: research infrastructure, gap analysis, competitor benchmarking frameworks now used across the org.
- Run usability studies in Maze to validate concepts before they get built.
- Set up behavioural analytics across GA4 and FullStory and built the Looker dashboards the product team now works from.
- Design daily inside strict betting regulation, where compliance shapes every screen. Translating a rulebook into something people can actually use is half the job.

Founder & Product Designer | Solvers Hub DOO (solve.rs) *May 2026 – Present*

My product studio, run alongside my primary role. Everything below is designed and shipped by me, end to end.

- **vodostaj.rs:** Real-time water monitoring across 1,585+ hydrological stations in six countries, fed by automated scraping and API integrations with national meteorological agencies. I designed the map interface, the time-series views, and the threshold model behind flood and drought alerts. 15,000 monthly users, 89% on mobile, because anglers check rivers from the riverbank.
- **jigbau.com:** Full-stack e-commerce for a fishing tackle brand: catalogue, Stripe checkout, order management, admin dashboard. Went from empty repo to production in a 24-hour sprint.
- **Environmental mapping platform:** Crowdsourced environmental reporting for the Balkans. Geospatial pin lifecycle on MapLibre and OpenStreetMap, EXIF-aware image pipeline, moderation admin, six languages.
- **Other work:** Multi-tenant platform for a regional sports federation (85 clubs, 40+ disciplines), plus client platforms for manufacturing, hospitality and multi-location service businesses.

Product Designer | Hotel Sync (ex OTA Sync) *Aug 2022 – Jan 2024*

- Owned product design across web, mobile and client apps for a hotel operations platform.
- Sat with operational users to understand how hotels actually get set up, then re-architected the configuration flow: 40+ forms, interaction steps down 25 to 60%.
- Standardized configuration patterns across modules. Support inquiries dropped ~15%, onboarding sped up ~20%.
- Stayed embedded with engineering through the whole v2.0 rollout.

Product Designer (Contract) | Unternehmerheld / Passion4Business GmbH, Berlin *Aug 2022 – Jan 2024*

- Contracted through Interventure, in parallel with the Hotel Sync engagement.
- Designed core modules for business plan creation and financial modeling, and owned the onboarding and registration flows. Features used by ~6,000 active users.

UX Designer | Bethard (Betting Platform) *Feb 2021 – Aug 2022*

- Led hypothesis-driven A/B testing in Google Optimize; one interaction redesign lifted deposit-button engagement by 8%.
- Worked as the bridge between design and development, delivering production-ready CSS for the sportsbook module.

UI Designer | Mikroelektronika (Embedded Engineering) *2018 – 2019*

- Full website UX overhaul for a global audience of embedded engineers: scalable UI system and landing architecture for a company shipping developer hardware worldwide.

TECHNICAL DOMAIN EXPOSURE

Real-time sensor and telemetry pipelines • Institutional and government API integration • Geospatial and mapping interfaces (MapLibre, OpenStreetMap) • Time-series modelling and visualisation • Threshold, alerting and risk-detection systems • Regulatory and compliance rule interfaces • Multi-tenant architecture • Comfortable designing for technical engineering audiences

TOOLS & TECHNOLOGIES

Design & research: Figma, Adobe XD, Maze, Miro, Confluence

Analytics: GA4, FullStory, Looker, Google Search Console

Technical: Next.js, React, TypeScript, Tailwind CSS, Supabase (Postgres, RLS, Edge Functions), Stripe, HTML/CSS, AI-assisted development workflows

BEYOND WORK

Lifelong angler and creator of a small fishing content brand, which is where vodostaj.rs came from: I built the tool I needed on the riverbank. I like products born from real, personal problems.

Languages: Serbian (native) • English (professional working proficiency)