Boban Vranjanac

Senior Product Designer

Complex, data-heavy products | Design systems | AI-assisted design and build workflows

ja@bobanvranjanac.com | bobanvranjanac.com | linkedin.com/in/boban-vranjanac
Kruševac, Serbia | Open to hybrid (Niš or Belgrade) and remote | Full-time available

PROFILE

I design products where the hard part is the data: live feeds, maps, time-series, financial records, 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 products.

AI is my daily workflow, not a buzzword on my CV. I design in Figma and build with Claude every working day, and my own platforms run in production because of it: a real-time monitoring service with 5.45 million search impressions, and a full invoicing SaaS for the Serbian market with e-invoicing, fiscal and payroll modules. Knowing what things cost to build changes how I design them.

SELECTED IMPACT

- Designed and shipped vodostaj.rs, a real-time water monitoring platform covering 1,585+ live stations across six countries. From launch to November 2026: 5.45 million search impressions, 139,000 organic clicks, 15,000 monthly active users, first positions on Google across the region.
- Designed and built invoice.solve.rs, an invoicing and business SaaS for Serbia: 10 modules covering invoices, government e-invoicing (SEF), delivery notes, bank statements, inventory, payroll and a fiscal cash register currently in certification.
- 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 around 15%.
- 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 tower when you stand in front of it. It has gone viral across social media several times.

CORE SKILLS

End-to-end product design • Design systems and component libraries • Customer research and discovery interviews • Usability testing (Maze) • High-fidelity design and prototyping (Figma) • AI-assisted design workflow (Claude, Figma AI) • Information architecture • Complex workflow design • Data-heavy and financial product design • Workshop facilitation with stakeholders • Accessibility and usability principles • 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, and present findings to product and engineering stakeholders.
- 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, with an AI-assisted workflow built around Claude.

- **vodostaj.rs:** Real-time water monitoring across 1,585+ stations in six countries, fed by automated scraping and API integrations with national meteorological agencies. I designed the map interface, time-series views and the threshold model behind flood and drought alerts. 5.45M search impressions and 139K organic clicks to date, 15,000 monthly users, 89% on mobile.
- **invoice.solve.rs:** Invoicing and business SaaS for the Serbian market: invoices and quotes, state e-invoicing (SEF) integration, delivery notes, ledger for flat-rate entrepreneurs, bank statement imports, inventory, payroll with tax forms, and a software fiscal register in certification. Three customer segments, 10 modules, designed and built solo.
- **jigbau.com:** Full-stack e-commerce for a fishing tackle brand: catalogue, Stripe checkout, order management, admin dashboard. Production-ready in a 24-hour sprint, now trading through 12 partner stores in 11 cities.
- **Other work:** Nautical marketplace for the ex-Yugoslav region (plovim.com), a multi-tenant sports federation platform (85 clubs, 40+ disciplines), and client platforms for manufacturing, hospitality and service businesses.

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

- Owned product design across web, mobile and client apps for a hospitality 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 around 15%, onboarding sped up around 20%.

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 around 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.

TOOLS & TECHNOLOGIES

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

AI workflow: Claude and Claude Code in daily use for ideation, iteration, UX copy and production builds; MCP tooling

Analytics: GA4, FullStory, Looker, Google Search Console

Technical: Next.js, React, TypeScript, Tailwind CSS, Supabase, Stripe, HTML/CSS

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)