Oliver Marcetic

UI/UX Designer

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Country: Croatia, Europe

I am designer with **10+ years of experience** in both **digital and print media**.

My area of expertise is **UI/UX and web design**. I'm also experienced in coding responsive **HTML, CSS, SCSS** and love building sites with WordPress and Webflow.

Previously designed print products for mostly automotive industry. Worked with **clients like Audi, Volkswagen, Porsche, Binder Optik, Sigma**.

My rich experience in digital markets, graphic design and web development helps me to **challenge a project from different points of view**.

I enjoy working on ambitious projects **from prototype to a market-ready product** and I'm most passionate about **Web3 and blockchain**.

WORK EXPERIENCE

Senior UI/UX Designer / Web Developer
Smarttec

2012 - 2022 - Mannheim, Germany - Freelance, full-time

Designer from company inception to a digital agency providing design, web development and online marketing services for German companies like Binder Optik, Sigma, Goldmann, Fuago.
— Lead the branding and design, collaborated with product teams to improve interfaces and experiences for clients.
— Created design systems and wireframes for rapid prototyping.
— Created brand identities, guidelines and graphic designs for various print products.
— Coding designs to responsive HTML, CSS, SCSS, custom WordPress websites in collaboration with back-end developers.

Designer / Web Developer / Founder
Headline Creative

2007 - 2012 - Croatia - Full-time

Design by musicians for musicians. Personal project with fellow designers/musicians.
— Album artwork, illustration and logo design for bands and artists.
— Design of promotional print products like posters, flyers, tickets, merchandise.
— Website design and coding, social and audio profiles.

Designer
PopMoi

2005 - 2011 - Paris, France - Freelance, full-time

Design and creative direction of home decor company. Personalized Pop Art portraits on canvas in styles like Warhol, Lichtenstein, Retro, etc.
— Created the styles and lead the team of designers.
— Expanded from Paris to whole France and Spain.

Designer
Grafikon Design

2005 - 2007 - Zagreb, Croatia - Full-time

Graphic design for automotive brands like Volkswagen, Audi, Porsche, Seat, Škoda.
Starting point of my design career where I had a great opportunity to work with big clients and learn all the joys and technicalities of designing print products.
— Graphic design following brand guides.
— Photo retouching of product photography.
— Ads, billboards, catalogs, exhibition materials in direct communication with the companies' marketing teams.

UI/UX Designer / Web Developer
Croatica

2003 - 2004 - Zagreb, Croatia - Full-time

Design and coding for a Croatian tourist portal.
— Web design for various elements and content.
— Optimization and improvement of the UI.
— Coding designs into HTML & CSS on portal's custom CMS.

AWARDS

VIDI Web Top 100 Awards 2012

2012 - Croatia - Tech magazine

Top in category Music/Entertainment for the website IgutRocks.com.

VIDI Web Top 100 Awards 2010

2010 - Croatia - Tech magazine

Top in category Music/Entertainment for the website Cold-Snap.com.

Circoolar

2009 - Croatia - Music scene awards

Best web presentation for a band - Machine Insufficiency website.

SKILLS

Industry Knowledge

User Centered Design
User Interface Design
User Experience
Design Systems & Guidelines
Graphic Design & Branding
Design Thinking
Rapid Prototyping & Wireframing
Coding HTML, CSS, SCSS
Web3, Blockchain & Cryptocurrencies

Tools & Technologies

Figma
Adobe XD
Photoshop
Illustrator
Invision
AI tools
VS Code
WordPress
Elementor
Webflow

Other Skills and Traits

Fast learning
Responsible
Reliable
Early adopter of new tools, trends and tech

Languages

English
Croatian

CONTACT

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