

DAVOR TOMIC

Product Designer and Design Leader



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I have been successfully solving design problems for the past 15 years. I specialize in being a generalist, ready to take on any challenge and deliver in any phase of the process, from research and ideation to pixel perfect UI mockups and interactive prototypes. Big fan of Agile (Scrum) practices. Currently working as the Head of Product Design (Interim) at [Nordnet Bank AB](#).

SKILLSET

User research and discovery - competitor analysis / Jobs To Be Done framework / personas.
Ideation - flowcharts / information architecture / sketching / wireframes.
High fidelity design - Sketch, Affinity Designer, Adobe CS.
Rapid prototyping - Principle for Mac, Proto.io, Invision App.
Coding - Writing lean HTML and (S)CSS. Basic practical knowledge of jQuery.
Art direction - adding humanity to designs / setting the right tone of voice / telling a story.
Leadership - team management and mentoring / project management.
Other - web typography, Responsive Web Design + Mobile First, design systems, atomic design.

EXPERIENCE

[Nordnet Bank AB](#)
(Head of Product Design)
Jan 2017 - Current
Managing Nordnet's Product Design team which consists of user researchers and designers. Learning about our users' contexts, needs and expectations, with applying Jobs To Be Done framework, enables us to design intuitive and smart financial products. My role is to support the team of talented design thinkers on the path of designing user-centered solutions which empower everyone in reaching their financial goals and thus making their dreams reality.

[Ooyala, Inc.](#)
(Lead UX/UI designer)
May 2015 - Jan 2017
Lead UX/UI designer for the company's AdTech department. Led efforts on several fronts: integration of current AdTech solutions into Ooyala's ecosystem, as well as continuing further development of AdTech's products and services.

[Toptal, LLC](#)
(Senior UX/UI designer)
Jan 2015 - May 2015
Crafted UX and UI for [Zeddit](#) and [Film Fish](#), both in fully responsive fashion. Converted own pixel-perfect mockups into production ready HTML/CSS/jQuery templates. Provided consultation and assistance with regards to further development of the projects.

[DeviantArt, Inc.](#)
(UX/UI designer)
Feb 2012 - Mar 2015

Lead designer of the [mobile app](#) (Android and iOS). Involved in a variety of projects, maintaining and expanding existing design framework of the DeviantArt website, along with working on other company's websites (DreamUp, Stash, Merchandise).

[iPetitions](#)
(Lead Designer)
Nov 2011 - Mar 2015

Redesigned the petition page template, according to user analytics data and A/B test results, and made it fully responsive - adaptable to any device. Fully revamped the websites landing (promo) page, as well as the user control panel UI (backend).

[SCHED*](#)
(Lead Designer)
July 2010 - June 2011

Helped expand and improve the application's user facing UI. Completely revamped the UX/UI of the Session Manager (client events management app).

[Klimatizacija.hr](#)
(UX/UI design)
2013

Designed a fully responsive website UI for one of the most popular websites dedicated to AC systems in Croatia. Designed various user tools, as well as a whole partner (reseller) backoffice system.

[Istarski Dvori Villas](#)
(UX/UI design)
2012

Created a website to showcase dozens of astonishingly beautiful villas in Istria, Croatia. Users could easily filter the huge list of villas offered, and displa for users to browse through and book them online.

[NTH Media](#)
(Lead Designer)
Mar - Jul 2010

Managed a skillful team responsible for website, mobile applications and TV graphics design. Designed a number of websites and mobile applications for various clients (festivals, banking, services).

[Tomic & Co.](#)
(UX/UI design)
2007

Designed and coded three websites for the Croatian distributor of BMW and (at that time) Land Rover vehicles: BMW Motorcycles, BMW used vehicles and Croatian Land Rover website.

[Designus web studio](#)
(Lead Designer)
2004 - 2013

Led numerous projects for businesses and clients from Croatia through to a successful launch. Designed website layouts, Wordpress themes, admin GUIs, print magazine layouts.

PORTFOLIO

www.davortomic.com/portfolio (slightly outdated, but can show more recent work in an interview)

OTHERS

Mag. Ing. Traff., Telecommunications and Postal Technology
at Faculty of Transport and Traffic Engineering, University of Zagreb
Member of Mensa Croatia
Cat person :))

INTERESTS

Photography, Hiking, Mountain Biking, Reading, Music, Movies, TV Shows, Cooking.