

Profile

Principal product and web designer with 20+ years shaping digital products for startups, scale-ups, and enterprise teams across Europe and the United States. I take projects end to end, from early discovery and wireframing through to production-ready interfaces. Design systems are the centre of my practice: I have spent the last five years building and maintaining the one behind GovPlus, a complex platform that ships constantly. Accessibility is part of that work rather than a review step at the end: WCAG, accessible component design, usability testing, and QA against what actually ships. I work as an independent contractor through neno web GmbH, on contract and retainer, fully remote.

Recommendation

"Bojan used his keen eye for design coupled with his coding ability to transform our website from a basic minimal design to a highly professional site that our users love to interact with. He was a joy to work with and is both a talented and dependable member of our team."

Conn Maguire, Learn Signal

Skills

UX & Product Design: User research, user flows, information architecture, wireframing, prototyping, interactive prototypes, end-to-end product design, mobile and app design, static mockups, design handoff

Design Systems: Component libraries, scalable design systems, design tokens, documentation, cross-team alignment, consistency across product, marketing and communication surfaces

Usability & Accessibility: Usability testing, accessibility (WCAG), accessible component design, design critique, implementation QA

Visual & Communication Design: Typography, layout, visual hierarchy, brand-aligned UI, visual direction, brand identity, social media design, email design

Frontend & Prototyping: Design-in-browser, HTML, CSS, Git, frontend frameworks (design-side working familiarity)

Tools: Figma (primary), Sketch (legacy), Abstract (legacy)

AI-augmented Design: AI-assisted frontend — shipping designed UI to the browser with AI tooling

Ways of working: Leading small design teams, mentoring junior designers, collaboration with engineering teams, design critique, independent contract and retainer work with international product teams

Experience (Selection)

Principal Product & Web Designer — GovPlus

December 2020 – present

GovPlus is a GovTech SaaS platform that simplifies access to US government services for millions of citizens. Over five years I have led product and web design end to end: the UI, the design system, and the visual direction of a complex product that ships fast. Fully remote, on retainer.

- Built and maintain the design system used across the entire platform
- Set the visual direction and keep product, marketing, and communication design consistent
- Lead UX and usability work across several product areas, from flows and wireframes through to final UI
- Work closely with the engineering teams so that design intent survives implementation
- Mentor junior designers and run design critique across the team

Technologies: Figma, Design Systems, Design Tokens, HTML, CSS, Accessibility (WCAG), Prototyping, Usability Testing, Information Architecture, AI-assisted frontend

Lead Web & Product Designer — Marco Polo

August 2016 – March 2020

Marco Polo is a video communication app that was iOS App of the Day and an Editors' Choice pick; at its peak the product ranked among the top four social apps on the App Store and the top two free communication apps on Play Store. I worked across marketing, web, and product design, keeping the marketing site aligned with the mobile experience while the product scaled. This mandate ran in parallel with Parabol below.

- Designed and built the marketing website, in step with the product's visual identity
- Contributed to internal dashboards, support pages, and selected areas of the app itself

Technologies: Sketch, Abstract, HTML, CSS, Git, Frontend frameworks, Mobile Design, Product Design, Visual Identity

Lead Web & Product Designer — Parabol

October 2017 – July 2019

Parabol is a US meeting-software startup helping remote teams run better meetings, with clients including Netflix, Lufthansa, and Sky. I led the design realignment of their website, aimed at building trust and credibility for a young product in a crowded space.

- Led the end-to-end design process, from research and analysis through to final UI
- Identified usability and credibility gaps in the existing site and set a clear direction
- Delivered wireframes, static mockups, and interactive prototypes through to handoff

Technologies: Figma, Sketch, HTML, CSS, Git, Interactive Prototyping, User Research, Usability Analysis, Wireframing

Further Profiles

LinkedIn: linkedin.com/in/bjanjanin

Website: nenoch.at/team/bojan-janjanin

Portfolio: janjan.in

Dribbble: dribbble.com/bojan