

Bojan Janjanin

Principal Product & Web Designer

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Profile

Independent digital designer with 20+ years working with international clients. I design digital products that bring clarity to complex systems — intuitive, human, and built to last. My focus is on usable, visually refined interfaces that scale: from early concept through to production-ready UI.

I work across UX, usability, and frontend — from defining design systems to shipping them in the browser with AI-assisted tools. Notable clients include Marco Polo, Parabol, and GovPlus. I work independently on a contract and retainer basis with international product teams.

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, wireframing, prototyping, user flows, design systems, Figma.

Visual design:

Typography, layout, visual hierarchy, brand-aligned UI.

Usability & Accessibility:

Usability testing, WCAG, accessible component design, design critique, implementation QA.

Design Systems:

Component libraries, documentation, design tokens, cross-team alignment.

Browser-based Design & Prototyping:

Design-in-browser, HTML/CSS, AI-assisted frontend.

Communication Design:

Brand identity, social media, email design.

Leadership & Mentoring:

Leading small teams, mentoring junior designers, fostering craft and quality.

Experience

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've led end-to-end product and web design — shaping the UI, design system, and overall visual direction across a complex, fast-moving product.

- Built and maintained a scalable design system used across the entire platform
- Led UX and usability efforts across multiple product areas, from flows and wireframes to final UI
- Drove visual direction, ensuring consistency across product, marketing, and communication design
- Collaborated closely with engineering teams, bridging design intent and implementation quality
- Mentored junior designers and contributed to raising design quality and craft across the team

Tools:

Figma, HTML/CSS, AI-assisted frontend

Lead Web & Product Designer — Parabol

October 2017 – July 2019

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

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

Tools:

Sketch, Figma, HTML/CSS, Git, front-end frameworks

Lead Web & Product Designer — Marco Polo

August 2016 – March 2020

Marco Polo is a video communication app — iOS App of the Day, Editors' Choice, and at its peak ranking in the top four social apps on the App Store and top two free communication apps on Play Store. I worked across marketing, web, and product design aligning the marketing website with the mobile experience.

- Designed and developed the marketing website, keeping it consistent with the product's visual identity
- Worked on internal dashboards, support pages, and select areas of the app itself
- Contributed across the full digital presence as the product scaled rapidly

Tools:

Sketch, Abstract, HTML/CSS, Git, front-end frameworks