

Lovro Boljat

Senior Product Designer

Croatia | Remote | +385 95 9112 494 | lovro.boljat@gmail.com | www.lovroboljat.com

Profile

Senior Product Designer with 7+ years of experience leading the redesign and modernisation of complex B2B, enterprise and learning products. Specialises in legacy-product modernisation, operational and administrative workflows, information architecture, end-to-end UX/UI and design systems.

Experienced in leading complex products from research and stakeholder discovery through user flows, prototyping, polished UI and delivery, often as the sole or primary designer. Combines structured product thinking and strong visual craft with front-end fluency, enabling technically realistic design decisions and close collaboration with engineering teams.

Selected Skills

Product design: Product discovery, information architecture, user journeys, user flows, wireframing, interaction design, prototyping, UX/UI design, responsive design

Research and facilitation: Stakeholder interviews, user research, usability testing, heuristic evaluation, workshop facilitation, journey mapping

Design systems: Visual foundations, component libraries, Auto Layout, variables, component properties, reusable components, design tokens, documentation and governance

Technical fluency: HTML, CSS, responsive front-end implementation, JavaScript fundamentals, component-based interfaces, developer handoff, front-end feasibility and backend concepts

Collaboration and delivery: Client-facing communication, cross-functional collaboration, stakeholder alignment, developer collaboration, design QA

Tools: Figma, FigJam, Miro, Zeroheight, Confluence, UserTesting, Maze, Hotjar, Figma Make, Lovable

Experience

Independent Senior Product Designer — Contract & Consulting

Jul 2022 – Feb 2026

Led product design engagements across EdTech, enterprise software and design systems, usually as the sole or primary designer. Worked directly with clients, stakeholders and engineering teams from discovery and product definition through UX/UI, prototyping, design systems and delivery.

Adaptemy — Senior Product Designer

Feb 2024 – Feb 2026

- Led end-to-end product design for an AI-enabled adaptive learning platform across student, educator, content-authoring and assessment experiences.
- Designed authoring and analytics tools for SEAB that supported the creation and management of thousands of questions used in national assessments.
- Transformed complex client processes and legacy content structures into clearer workflows compatible with Adaptemy's platform and data model.
- Worked as the primary designer from stakeholder discovery and information architecture through interactive prototyping, production-ready UI, developer handoff and delivery.

Neueda — Senior Product Designer

Feb 2025 – Feb 2026

- Led the end-to-end redesign of a professional learning platform across learner-facing experiences and internal operational tools.
- Designed a new administration interface that enabled Operations teams to structure learning content, manage files and create platform data objects within a single coherent workflow.
- Simplified instructor and learner journeys across courses, sessions, learning materials and virtual-machine-based training workflows.
- Worked as the primary designer from discovery and information architecture through prototyping, production-ready UI and delivery with stakeholders and engineers.

pawaTech — Design System Specialist

Sep 2023 – May 2025

- Audited and rebuilt a fragmented design system, resolving inconsistencies across visual foundations, components and usage patterns.
- Created advanced reusable Figma components using Auto Layout, variables and component properties to support flexible, scalable product design.
- Introduced design tokens, component governance and Zeroheight documentation, creating a clearer shared system for designers, developers and stakeholders.
- Worked directly with product and engineering teams to improve consistency between design-system decisions and production implementation.

ESW (eShopWorld) — Design System Specialist

Jul 2022 – Sep 2022

- Consolidated three outdated design-system libraries into a single source-of-truth library.
- Created more than 40 reusable Figma components with over 1,000 variants across states and styles, using advanced Auto Layout and component properties.
- Developed a reusable component research and audit framework and documented the new system in Confluence after benchmarking more than ten leading design systems.
- Improved reported designer speed and satisfaction by 80% by restructuring component organisation, properties and usage patterns.
- Enabled the base system to be adapted for future client design systems through tokenisation in Figma and JSON.

Dell Technologies — Senior UX/UI Designer

Jan 2022 – Mar 2023

- Led product design for the complete redesign of Dell's Offers and Subscriptions ecosystem, a group of enterprise applications supporting customer onboarding, pricing and service subscriptions.
- Cut the time required to create a Rate Card by 50% by designing a unified workflow with simpler information architecture and shorter user journeys.
- Analysed complex business and technical requirements and created service blueprints, ecosystem maps and user journeys to align stakeholders around the existing experience and proposed direction.
- Designed five major features, progressing from conceptual journeys and low-fidelity wireframes to high-fidelity UI and delivery-ready designs.
- Built interactive prototypes spanning more than 200 screens and produced over 100 detailed, annotated mockups for validation and developer handoff.

Deanta Global — Lead Product Designer & Front-End Developer

Apr 2021 – Jan 2022

- Led the redesign of a 12-year-old B2B SaaS publishing and project-management platform supporting complex workflows across up to 13 specialist roles.
- Defined user needs and requirements for more than ten features through discovery workshops with stakeholders, clients and users.
- Restructured information architecture, dependencies and handoffs across publishing workflows to create a clearer end-to-end experience.
- Built a Figma design system with more than 50 components and documented its patterns and usage in Confluence.
- Mentored junior designers and improved consistency between design and production by implementing and refining front-end CSS.

Hibernia College — Senior UX/UI Designer

Jan 2020 – Apr 2021

- Contributed to work that won the Irish Education Award for Best Use of Educational Technology.
- Led the redesign of Hibernia College's legacy Moodle-based virtual learning environment and related student products, including the Student Portal, Portfolio app and Collaboration/Community app.
- The redesign achieved a 95% approval rating in user testing and stakeholder review and contributed to work that supported a multi-million-euro acquisition.
- Reduced the number of steps in key user journeys by an average of 30% by redesigning navigation, information architecture and screen flows within Moodle's technical constraints.
- Combined surveys, user interviews, contextual inquiry and Matomo analytics to uncover differences between users' mental models and the existing platform structure.
- Improved accessibility by working with accessibility specialists and users with disabilities, applying accessibility guidelines and testing designs with simulation tools.
- Created a supporting design-system library aligned with Moodle's existing component constraints.

Earlier Experience — Graphic Designer, Web Designer & Front-End Designer

2011 – 2020

- Delivered UX/UI and web-design work across 10+ CMS websites and applications, 15+ marketing sites and three native mobile apps, using research, analytics, prototyping and usability testing to shape solutions.
- Produced 300+ digital and print assets and 100+ illustrations and icons across publishing, marketing, packaging, point-of-sale and environmental graphics.
- Created and launched Town Tales Zagreb, a physical sightseeing card game end to end, covering traveller research, game mechanics, content, prototyping, field testing and production.

Awards & Speaking

- Winner, The Education Awards 2022 — Best Use of Educational Technology/ICT Initiative of the Year
- Keynote speaker, EADTU I-HE 2021 — User-centred design in the re-imagination of Hibernia College's virtual learning environment

Education

Master of Biology — qualified Biology teacher

PMF, University of Zagreb, 2012