

Pavle Lucic

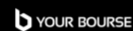
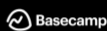
Product UI/UX Designer

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📍 Belgrade, Serbia

Trusted by



Pavle Lucic is a seasoned Product UI/UX Designer with over a decade of experience creating useful, intuitive, and beautifully crafted digital products.

He blends strategic thinking, user-centered design, and strong visual execution to craft solutions that are both functional and delightful.

Pavle has worked with a wide range of clients from small startups to large global corporations, across **fintech**, **SaaS**, **e-commerce**, **healthcare**, **education**, **legal tech**, and more. His design contributions have supported major **EU** and **US** companies such as **Societe Generale Bank**, **TomTom**, **Basecamp**, **Yourbourse**.

He has been a member of **Toptal**, a global network of the top 3% of design and tech talent, since 2020.

Links

- <https://www.linkedin.com/in/pavle-lucic/>
- <https://www.behance.net/pavlito88>
- <https://dribbble.com/pavlito>
- https://drive.google.com/file/d/1aUj2AZCpVu_ika1bnsCro9dipYa5_0q/view

Skills

| | |
|----------------------------|----------|
| Visual Design | 13 years |
| Wireframes & Prototyping | 13 years |
| Informational Architecture | 11 years |
| UX writing | 11 years |
| Interaction Design | 11 years |
| User Centered Design | 10 years |
| User Research | 10 years |
| Design thinking | 8 years |
| Html, CSS, Javascript | 7 years |
| Design systems | 6 years |
| Generative AI | 2 years |

Experience

Lead UI/UX Product Designer / Feb 2024 - Jun 2025

Hotovo

Hotovo is a custom software company delivering digital products across telecom, industrial systems, and AI.

Hotovo Clients:

Akixi

Call Center Analytics

Delivered end-to-end UX for a large-scale platform used by support agents across Europe.

⚡ Impact: Reduced support costs and improved agent productivity

G-Xperts

AI Document Analysis for Insurances

Designed an AI-powered platform that allows users to upload, summarize, and interact with complex insurance documents via a chat interface.

⚡ Impact: Accelerated claims processing and lowered operational overhead

Wtr

Wastewater Monitoring System

Designed dashboards for sensor data, maintenance logs, and multi-site alerts. Focused on usability in low-connectivity, on-site environments.

⚡ Impact: Minimized downtime and improved maintenance efficiency

Other contributions

Conducted stakeholder interviews, technical workshops, and usability tests to shape product direction
Helped maintain and improve the Hotovo company website, contributing to UI updates and design consistency
Mentored a junior design intern, providing guidance on design systems, critique processes, and best practices
Collaborated closely with developers and product owners to ensure smooth design-to-dev handoff and iteration

AI tools

| | |
|----------------------|---------|
| Chatgpt | 2 years |
| Midjourney | 2 years |
| Sora | 1 year |
| Lovable | 1 year |
| Claude Code | 1 year |
| Freepik AI image gen | 1 year |
| V0 | 1 year |
| Cursor | 1 year |

Tools

| | |
|---------------------|----------|
| Adobe Illustrator | 13 years |
| Adobe Photoshop | 13 years |
| Visual Studio code | 12 years |
| Adobe XD | 5 years |
| Miro | 5 years |
| Figjam | 4 years |
| Framer | 3 years |
| Hotjar | 2 years |
| Maze | 2 years |
| Notion | 2 years |
| Zeplin | 2 years |
| Adobe After Effects | 1 year |
| Capcut | 1 year |
| Lookback | 1 year |

Experience

Senior UI/UX Product Designer / Feb 2024 - Jun 2025

[Toptal](#)

Toptal is a marketplace that connects companies with the top 3% of vetted freelance talent in tech, design, and business.

Toptal Clients:

[Basecamp](#)

Productivity & Collaboration Tools

Redesigned key UX flows for Basecamp's internal tools, focusing on improving team communication, file sharing, and task visibility.

⚡ Impact: Faster task completion and improved tool adoption across internal teams

[HumCapital](#)

Fintech Analytics Platform

Designed investor-facing dashboards for portfolio performance, risk metrics, and financial modeling. Focused on clarity, high-density data layouts, and responsive UI.

⚡ Impact: Increased investor engagement by streamlining access to key financial metrics

[FoliaHealth](#)

Health Tracking App

Led UX for a platform helping patients track symptoms, meds, and routines.

⚡ Impact: Increased daily tracking rates and made medical visit prep easier for users

[TradeZero](#)

Active Trader Platform

Redesigned a real-time trading dashboard with charting, watchlists, and order execution workflows tailored to high-frequency retail traders.

⚡ Impact: Helped shorten time-to-trade and improved usability for high-frequency traders

[Giant](#)

eSIM Mobile Data Plan

Designed mobile UX for plan activation, multi-country data management, and first-time user onboarding. Focused on improving in-app purchases and reducing setup friction.

⚡ Impact: Reduced user friction and improved plan activation rate across mobile users

[Wificoin](#)

Connectivity Platform

Designed onboarding flows for connecting to public Wi-Fi, managing data pools, and user subscriptions. Prioritized seamless UX for first-time users and simplified in-app payment interactions.

⚡ Impact: Improved first-time setup success rate and reduced support inquiries

[AI/ML Client](#)

Model Monitoring Tool

Built dashboards for visualizing AI model performance, confidence intervals, and retraining alerts. Prioritized explainability and intuitive UX for non-technical stakeholders.

⚡ Impact: Increased stakeholder understanding of model health via clearer visual insights

[B2B SaaS Client](#)

Onboarding & Admin Panel

Designed modular user onboarding flows and a flexible role-management interface. Reduced customer support requests by 35%.

⚡ Impact: Reduced support tickets by 35% through redesigned onboarding and role setup

This list represents a sample of the 20+ client projects completed via Toptal.

Education

- **Bachelor's Degree in Economics**
[Faculty of Business Studies](#)
Belgrade, Serbia
2007 - 2011
- **High School Diploma - Economics**
[First School of Economics](#)
Belgrade, Serbia
2003 - 2007

Experience

■ Senior UI/UX Designer & UI Developer / Apr 2019 - Jan 2022

[Legalcom Group](#)

Legal tech SaaS for case management, contract automation, and compliance tools

Led design and frontend for multiple web-based tools, including a high-traffic privacy policy generator used by startups, enterprises, and legal teams.

Improved UX across dynamic document creation flows, dashboards, and compliance tools—reducing user drop-off and increasing policy completions.

Designed and implemented a responsive UI system in Figma, ensuring consistency across multiple products and marketing sites.

Delivered production-ready HTML/CSS, collaborated with engineers on smooth handoffs, and optimized frontend performance.

Created branding, landing pages, and visual assets tailored to legal and tech-savvy audiences.

⚡ Impact:

Boosted document generation completion rate by simplifying multi-step flows.

Improved mobile usability, increasing engagement from small business users.

Elevated visual consistency and brand trust across a suite of legal tech products.

■ Senior UI/UX Designer & UI Developer / Apr 2019 - Jan 2022

[TomTom](#)

Company specialized in GPS navigation, mapping, and location technology for automotive, mobile, and enterprise solutions

Designed interfaces for in-car and mobile navigation systems used by major automotive brands across Europe and Asia

Co-developed a scalable design system (icons, typography, layout rules) adopted across multiple product teams

Translated complex driving scenarios into clear, glanceable UIs in collaboration with researchers and product teams

Delivered responsive, pixel-perfect UI assets and supported smooth engineer handoff using Zeplin and Sketch

⚡ Impact:

Improved usability, visual consistency, and localization across TomTom's embedded and mobile products

■ Senior UI/UX Designer & UI Developer / Dec 2016 - Nov 2019

[ActivityFan](#)

Online platform for discovering, booking, and managing tours, events, and activities

Designed and developed web and mobile UX for a B2B/B2C travel booking platform, including search, booking, checkout, vendor dashboards, and calendar tools

Built prototypes and design systems that reduced checkout drop-off and improved onboarding

Produced brand-aligned visuals, marketing assets, and promotional campaigns to increase conversions

Collaborated across teams to align UX with seasonal marketing strategies and customer feedback

⚡ Impact:

Increased user engagement and reduced friction in booking

Speaking Engagements

[ProductTank Meet-up](#)

HTEC / Novi Sad, Serbia
30.01.2025.

[Roadmaps conference](#)

ICT Hub / Belgrade, Serbia
27/09/2024

Featured

[Design High-converting Websites With These Webflow Best Practices](#)

Published on [Toptal.com](#)

An expert article on how to build high-converting websites using Webflow. Written by Pavle Lucic and published by Toptal.

[Top 20 influencers in Serbia](#)

Published on [Favikon.com](#)

Based on Favikon's influencer analysis, Pavle Lucic was ranked in top 20 among Serbia's top digital creators.

Experience

■ Senior UI/UX Designer & UI Developer / Oct 2017 - Nov 2018

[Yourbourse](#)

Fintech platform providing liquidity aggregation, risk management, and real-time analytics for FX, CFD, and crypto brokers

Designed and developed end-to-end UI/UX for a fintech SaaS platform with real-time trading data, analytics, and liquidity management
Built responsive dashboards, admin tools, and a scalable design system, improving clarity, accessibility, and onboarding flows
Delivered pixel-perfect frontend code (HTML5, CSS3, JS) and reduced bugs by 30% through QA collaboration
Conducted UX research, usability testing, and iterative improvements based on user feedback and analytics

⚡ Impact:

Delivered a streamlined trading dashboard that reduced onboarding time for brokers, improved trade monitoring speed, and enhanced overall platform adoption

■ Web Designer & UI Developer / Jun 2016 - Sep 2017

[Latest Casino Bonuses](#)

Online casino and game review platform featuring bonus offers, player ratings, and affiliate partner promotions

Designed and developed UI for a casino and game review platform, serving casual players and affiliate partners
Built responsive layouts, interactive prototypes, and reusable components for reviews, ratings, and bonus offers
Produced branded marketing assets, email campaigns, and promotional visuals to drive engagement and conversions
Optimized UI for SEO, fast loading, and mobile performance while maintaining visual consistency across the platform

⚡ Impact:

Increased player engagement and affiliate conversions through optimized layouts, interactive features, and fast-loading visuals

■ Web Designer & UI Developer / Jun 2016 - Sep 2017

[Societe Generale Bank](#)

One of Europe's largest financial services groups, offering retail, corporate, and investment banking worldwide

Designed and developed responsive websites, landing pages, and microsites for credit, loans, and banking services
Created digital assets and promotional visuals aligned with brand guidelines, accessibility standards, and compliance requirements
Collaborated with developers and marketing teams to deliver high-conversion funnels and seamless UI integration
Contributed UX ideas for early mobile banking features and optimized designs for performance tracking and analytics

⚡ Impact:

Improved lead generation and online banking engagement through high-conversion landing pages and compliant, user-friendly designs

Hobbies

Driving drones

Exploring aerial photography and creative videography

Gym & swimming

Maintaining discipline, focus, and physical well-being

Educating

Sharing practical design insights to inspire and educate other designers on LinkedIn

Languages

English — Advanced

Serbian — Native

Experience

■ Web Designer & Founder / Dec 2013 - Dec 2017

Dynamint

Fintech platform providing liquidity aggregation, risk management, and real-time analytics for FX, CFD, and crypto brokers

Company Overview: Founded and ran a small domestic design agency focused on delivering custom web design and branding solutions to Serbian businesses.

Founded and ran Dynamint, a small domestic design agency focused on delivering custom web design and branding solutions to Serbian businesses

Designed and developed static HTML websites, WordPress themes, and dynamic CMS-powered platforms for clients across industries including retail, legal, healthcare, and education

Built custom WordPress themes from scratch, and customized existing themes for performance, SEO, and visual consistency

Created complete brand identity packages including logos, color palettes, typography systems, and brand manuals

Managed Google Ads campaigns, including search network setup, creative ad copy, and budget optimization for client lead generation

Implemented on-page SEO optimization, structured metadata, sitemaps, and analytics integrations (GA, GTM) to improve search rankings

Provided ongoing website maintenance, content updates, and bug fixing for long-term clients

Developed pixel-perfect responsive layouts using HTML5, CSS3, and basic JavaScript, ensuring compatibility across devices and browsers

Designed visual assets for marketing campaigns - including banners, social media graphics, and print-ready flyers

Delivered 1-on-1 training for clients on how to manage their WordPress websites, update content, and maintain basic SEO hygiene

Operated all aspects of the business - from sales and client onboarding to design execution and delivery - building strong client relationships through personal consultation and quality execution

⚡ Impact:

Successfully delivered 40+ custom websites and brand identity packages, helping clients increase online visibility, improve lead generation, and achieve measurable business growth through tailored design and marketing solutions

Recommendations

Pavle is a highly skilled designer who delivers clean, user-focused solutions.

What I appreciated most about working with Pavle was that he didn't just hand over pretty screens.

He made sure every design solved a real problem. On one project, we were struggling to align a complex admin workflow with what the client actually needed.

Pavle sat down with both the developers and the client team, untangled the mess, and came back with a design that made sense to everyone.

That change alone cut our development revisions in half. He's reliable, straightforward, and has an eye for spotting issues before they cost us time.

Reliable, collaborative, and consistently ahead of deadlines.



[Viktor Hanko](#) / managed Pavle directly
co-CEO at Hotovo

Pavle had a great eye for detail.

Working with Pavle at TomTom was a positive experience for the whole design team.

He worked on navigation systems, in-car screens, icons, and layouts, all while dealing with strict safety and technical rules.

Pavle was open to feedback, happy to collaborate, and quick to adapt to different types of work.

His designs were clean and clear, and he helped create a better product without making the process stressful. He was a steady and thoughtful presence during some very busy periods

From day one, Pavle fit right into the team.



[Sonja Radenkovic](#) / managed Pavle directly
VP UX Design at TomTom

Working with Pavle was straightforward and refreshing.

When Pavle came on board, I honestly thought it would take weeks for him to get the hang of how we work.

Instead, by day three, he was already delivering updates that made onboarding smoother and user flows less clunky. He has a sharp eye for what matters to the end user, but also a practical sense of how changes affect the business.

I never had to chase him for updates. He was always two steps ahead.

Pavle's designs made Basecamp easier to use, faster to learn, and more engaging.



[Glenn Pajarito](#) / managed Pavle directly
Head of Marketing at Basecamp

Pavle was fast, communicative, and wise in his design choices.

Pavle joined our team at a critical time, when we needed to refine the UX of a complex trading and analytics platform without disrupting ongoing client operations.

He was fast in grasping the intricacies of the fintech space, wise in prioritizing what changes would have the most impact, and consistently communicative with both product and development teams.

His redesign of dashboards, admin tools, and trading views improved clarity, reduced onboarding friction, and elevated the overall user experience.

His updates boosted client satisfaction and streamlined trading workflows.



[Andrey Vedikhin](#) / managed Pavle directly
Founder and CEO of Yourbourse