

# Luka Neseck

## Product Designer

### General information

#### Home Address

Brodaska ulica 14, Osijek, 31000 Croatia

#### Contact

+385992963316

[luka@bithoot.net](mailto:luka@bithoot.net)

#### Experience

6+ years

#### LinkedIn

<https://www.linkedin.com/in/luka-neseck-55690a223/>

#### Portfolio

<https://www.figma.com/proto/MGm4PAFw4gPyCD1HitzCgU/BitHoot---Official-Design?page-id=3680%3A2186&node-id=3850-288&viewport=219%2C256%2C0.02&t=erzJ7QwdUZVVNDLj-1&scaling=contain&content-scaling=fixed&starting-point-node-id=3850%3A288>

#### Dribbble

<https://dribbble.com/nesssss>

#### Behance

<https://www.behance.net/lukaneseck>

## About

I have been working as a product designer for over 6 years. My focus from the start has been on complex, data-heavy projects, dashboards, graphs, cloud platforms, and cloud computing. I worked on several IaaS Cloud products for major industry companies like T-Com and HIVE Computing.

In every project, I was involved from the earliest stages—defining concepts, setting design direction, building scalable design systems with fluid typography and spacing, and handling wireframes, prototypes, and user research. I also led user testing with real users and large groups, gathering insights to improve the product.

I have also learned the basics of HTML and CSS, which helps me to better collaborate with developers and create more practical design solutions.

My Master's degree in Computer Science also gives me a strong technical foundation that I often rely on when working on complex, data-driven products or if I am creating information architecture for a new project.

Beyond that, I've got experience in finance, hospitality, healthcare, blockchain, Web3, retail, sports, AI assistants, and LLM platforms.

## Work experience

**BitHoot - Design Lead, Product (Oct, 2023 - )**

I led a team of up to 5 designers, with whom we created products in healthcare and hospitality. We created top-notch designs for all platforms, from websites to apps.

**Barrage - UX/UI Designer (Dec, 2021 - )**

I worked on several design systems that we used across multiple applications on long-term projects lasting 1-2 years. We implemented fluid typography and spacing to create fully scalable designs for all platforms. I designed heavy-data platforms with

complex dashboards and worked on successful applications in industries like Finance, AI, Blockchain, Telecommunications, and GPU Computing.

These were complex projects, managed through Jira and Confluence, where I was involved in both the design system side and day-to-day product design challenges.

#### **Prototyp - UX/UI Designer (Feb, 2021 - Oct 2021)**

I focused a lot on mobile app projects, mostly short-term, lasting a few months, in industries like hospitality, e-commerce, and sports. I was responsible for keeping design systems up to date, introducing new components and variants, and extending them to cover new product needs.

#### **Freelancing- UX/UI Designer (Nov, 2019 - Jan, 2021)**

In the early days, I focused on simpler apps and custom websites, creating my first basic design systems and components while learning HTML and CSS. That's when I realized that if I wanted to grow and work on more complex products, I needed to join a company handling more serious projects.

## **Education**

**Bachelor's degree, Computer Science (2015 - 2019)**

**Faculty of Electrical Engineering, Computer Science and Information Technology  
Osijek**

**Master's degree, Computer Science, Automotive Industry (2019 - 2021)**

**Faculty of Electrical Engineering, Computer Science and Information Technology  
Osijek**

## **Languages**

**Croatian - C2 (Native speaker)**

**English - C1 (Fluid advanced speaker)**

# Skills & Abilities

## Hard skills

- UX Design
- UI Design
- Product Design
- Wireframing & Prototyping
- User Testing
- User Research
- Information Architecture
- Mobile & Desktop Application Design
- Design Systems, Components & Libraries
- Figma
- Adobe Illustrator & Photoshop
- Low-High Fidelity Prototypes
- Journey Maps

## Soft skills

- Critical Thinking & Problem Solving
- User-Centered Thinking
- Communication
- Storytelling
- Collaboration
- Teamwork
- Stakeholder Management
- Openness to Feedback
- Attention to Detail
- Creativity & Ideation
- Presentation Skills
- Time Management and Prioritization
- Decision Making