





bgdn
digital

Matej Bogdan

Digital product designer

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Digital product designer with 5+ years of experience and a background in marketing.

"I helped many startups and companies with the launch of their products - building their design systems and delivering, supporting and developing their product."

Work Experience

📅 October 2021. - Present

Product Designer at BGDN DIGITAL (self-employed)

— FD CAPITAL

Created a full brand identity with a broad range of design assets.

Created a website design prototype in Figma and developed a website in Elementor.

Provided design services for events; pitches, roll-ups, digital promo materials, flyers, business cards, stickers, branded apparel, documents etc.

Created social media post templates and all digital promo materials. Instructed juniors to create posts for social media.

— AM GETVISION

Successfully rebranded AM GETVISION company group.

Provided oversight and assisted with social media strategy creation. Developed presentations for investors and provided consultations.

Designed digital and physical promotional materials; including business cards, roll-ups, flyers, and other business documents.

Created a website design prototype in Figma and developed a website in Elementor.

— Founders to Founders

Successfully rebranded Founders to Founders project.

Created social media posts and branding.

Provided design services for events; pitches, roll-ups, promo materials, flyers, documents etc.

Created a website design prototype in Figma and developed a website with included membership panel in Elementor.

— TirConnect

Created full TirConnect brand identity.

Created social media post templates and all digital promo materials. Instructed juniors to create posts for social media.

Provided design services for events; pitches, roll-ups, promo materials, business cards, flyers, documents etc.

Created a website design prototype in Figma.

📅 September 2020. - September 2021.

Product designer at 3minutesjob

— Envisioned the complete brand strategy creation for 3minutesjob.

— Designed social media post templates and created SM posts and promotional banners, developed presentations and pitches for investors and PR.

— Designed physical promotional materials, including business cards, stickers, roll-ups, flyers, and documents.

— Created a website design prototype in Figma.

📅 April 2018. - September 2020.

Freelancer

— 50+ projects of various scopes of size, duration, and complexity. Various design services, website and web shop development/management, social media marketing/management, media buying and advertising, SEO and writing, consultations, etc.

Skills

Holistic approach

— Having experience in almost all stages of the project journey (research, design, marketing, development) gives me broader perspective of product design needs and requirements.

Adaptability

— Whether starting from scratch or expanding existing brand identities, my ability to learn new skills ensures a dynamic approach to creating compelling design solutions.

Creativity

— I provide out-of-the-box solutions when needed, but also recognize the value of simplicity, adhering to the "Keep It Simple, Stupid" (KISS) rule for optimal design impact.

System building

— Crafting scalable, replicable and consistent design systems across platforms for efficient team collaboration and workflow throughout the product development process.

Education

📅 September 2018. - September 2021.

mag.oec. - Master of Digital Economy

— Zagreb University of applied sciences (TVZ)

📅 September 2014. - July 2018.

bacc.ing.mech. - Professional bachelor of mechanical engineering

— University North Varaždin

📅 September 2010. - July 2014.

HSD - Computer-aided Engineering

— High School Bjelovar

Although I work as a professional designer, I am an engineer in my soul. This is why I always approach my designs with a problem-solving mentality.

Tools

