

Lovro Boljat

Senior UX/UI Designer

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Profile

Senior UX/UI Designer with 7+ years of experience leading complex digital product redesigns across education, enterprise, and platform environments. Strong across user research, stakeholder discovery, information architecture, user flows, prototyping, UI design, and design systems. Particularly effective in legacy or constraint-heavy contexts where products need simplification, structure, and clear end-to-end ownership. Comfortable working directly with clients, facilitating workshops, and collaborating closely with product, engineering, and business teams.

Highlights

- Lead complex redesigns from research and discovery through UX, prototyping, UI, and delivery.
- Bring strong visual craft from a background in graphic and web design, with particular strength in typography, hierarchy, layout, and clarity.
- Combine structured thinking, workshop facilitation, and technical fluency to turn ambiguous product problems into simple, workable solutions.

Selected Skills

Research & Discovery	UX Design	UI & Systems	Collaboration & Delivery	Tools
User research	Information architecture	Visual hierarchy	Client-facing communication	Figma, FigJam, Miro
Usability testing	User journeys	Typography	Cross-functional collaboration	Lovable, Uizard
Stakeholder interviews	Wireframing	Design systems	Developer collaboration	UserTesting, Maze, Hotjar
Workshop facilitation	Prototyping	Design tokenization		HTML/CSS, JavaScript

Experience

Independent Senior UX / Product Designer (Contract & Consulting)

Jul 2022 – Feb 2026

Led multiple client engagements across education and digital product environments, covering discovery, UX strategy, UI design, prototyping, design systems, and delivery.

Adaptemy – Senior Product Designer

Feb 2024 – Feb 2026

- Led product design on Adaptemy's adaptive learning platform across student, educator, and assessment workflows.

- Designed authoring and analytics tools for SEAB, supporting the creation and management of thousands of questions for national assessments.
- Adapted client processes and legacy content structures to fit Adaptemy's platform and data model.
- Worked end to end across discovery, user flows, wireframes, UI design, prototyping, and collaboration with stakeholders and developers.

Neueda — Senior Product Designer

Feb 2025 – Feb 2026

- Led the end-to-end redesign of Neueda's learning platform across learner-facing and operational tools.
- Designed a new admin interface for Operations teams to structure content, manage files, and create platform data objects.
- Reworked instructor and student journeys across courses, sessions, learning materials, and VM-based workflows.

pawaTech — Design System Specialist

Sep 2023 – May 2025

- Audited and rebuilt a fragmented design system, improving foundations and component quality against UX/UI best practices.
- Reworked visual foundations and built advanced reusable Figma components for scalable feature design.
- Introduced component governance, design tokens, and Zeroheight documentation to align design, development, and stakeholders.

ESW (eShopWorld) — Design System Specialist

Jul 2022 – Sep 2022

- Audited the existing design system to identify gaps, inconsistencies, and areas for improvement.
- Expanded the Figma library and collaborated with developers on tokenisation to support a more scalable design-to-development workflow.

Dell Technologies — Senior UX/UI Designer

Jan 2022 – Mar 2023

- Helped redesign Dell's pricing and subscription authoring workflows, reducing a fragmented process that could take up to 12 weeks by 50%.
- Studied dense enterprise ecosystems, journeys, and stakeholder requirements across pricing authoring and approval workflows.
- Used journey mapping, wireframing, and prototyping to help align stakeholders around a more unified experience.
- Created interactive prototypes and annotated handoff materials to support validation and delivery.

Deanta Global — Lead Product Designer & Front-End Developer

Apr 2021 – Jan 2022

- Led the redesign of a legacy B2B SaaS publishing platform with complex multi-role workflows and an outdated user experience.
- Mapped and restructured journeys across 7–10 publishing roles, simplifying dependencies, handoffs, and waiting points between teams.

- Balanced existing backend logic with new UX structure, interaction patterns, and feature improvements to create a more coherent product.

Hibernia College – Senior UX/UI Designer

Jan 2020 – Apr 2021

- Led the redesign of Hibernia College’s legacy virtual learning environment, modernising a Moodle-based platform with deep, confusing journeys and outdated structure.
- Used heuristic analysis, student interviews, observations, analytics, and mental-model work to identify issues in navigation, information architecture, and content structure.
- Redesigned key learning flows, navigation patterns, and module structure within Moodle constraints.
- Streamlined user journeys by 30%, improved accessibility, and contributed to award-recognised educational technology work.

Earlier Experience – Graphic Designer / Web Designer

2011 – 2020

Spent around 10 years working across publishing, marketing, and digital design roles, building deep expertise in graphic design, typography, layout, visual systems, and web design. Over time, this expanded into coding, digital product thinking and early UX/UI work, forming the basis of my later transition into product design.

Awards & Speaking

- Winner, Irish Education Award 2022 – Best Use of Educational Technology
- Keynote Speaker, EADTU I-HE 2021 Conference on User-Centred Design

Education

Master’s Degree in Science
PMF, University of Zagreb