Andrej Nikolic

Senior Front-end/Web developer

CONTACT

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Andrej Nikolić is an experienced web developer with a focus on front-end development using React and TypeScript. He has been involved in numerous web projects requiring both design sensibility and strong development skills. He is an outgoing and clear communicator who works well in collaboration with both technical teams and customers. He has more than ten years of experience working directly with customers, with a strong ability to present solutions, clarify requirements, and ensure good communication between customer and development team.

Over his career, Andrej has accumulated extensive experience building enterprise-scale React applications within large teams. His expertise also include general web application development, UX/UI design consulting, and even video marketing. Early in his career, he developed premium add-on software for WordPress and launched a series of websites for news portals, corporate sites, e-commerce shops, and online portfolios. Notably, he has contributed to in-house web platforms attracting millions of monthly visits and e-commerce solutions generating hundreds of thousands of dollars in annual revenue.

Outside of work, Andrej lives in Mjøndalen with his wife and enjoys spending time on hobbies such as video games and board games. He has recently taken up the hobby of painting figurines and small game statues, and appreciates a balanced lifestyle with an interest in staying active, although the walking pad at home is used less frequently than intended.

CURRENT ROLES

Senior Frontend developer / Senior web developer / UX/UI Consultant

EDUCATION

University Metropolitan - *Bachelor of Science in Information Technology*

LANGUAGES

English, Serbian, Norwegian

WORK EXPERIENCE

Bouvet AS, Stavanger, Norway - *IT Consultant specializing in front-end development*

JAN 2022 - PRESENT

- Working as a **front-end developer in React framework and Typescript**
- Working for a client company called **Equinor** on developing web applications, components and maintaining custom framework

TECHNOLOGIES & TOOLS:

React, TypeScript, JavaScript, HTML/CSS, Lit, GitHub, Styled Components, OpenAPI/Swagger, Azure DevOps, GitHub Actions, GitHub Copilot, Postman, Dependabot, Storybook, Miro

Equinor, Fusion Core, Stavanger, Norway - *Senior front-end developer*

APR 2022 - PRESENT

PROJECT DESCRIPTION

Fusion is Equinor's enterprise application platform designed to accelerate the creation and deployment of internal applications across the organization. It provides a central portal, a development framework, and a library of reusable components to ensure scalable and consistent app development. The platform includes shared services such as user profile management, support tools, and notifications – all tailored for efficient development and for enhancing the user experience for Equinor's internal tools.

PROJECT VALUE TO THE CUSTOMER

Fusion accelerates Equinor's digital transformation by providing a single platform for developing enterprise applications. Rather than reinventing the wheel for each new solution, teams build on a shared ecosystem where every app extends and reinforces previous investments. By encapsulating complex infrastructure concerns into a ready-to-use framework, Fusion enables rapid delivery of high-quality digital solutions while reducing both development effort and cost. This unified approach eliminates the trade-offs between speed, quality and affordability, allowing Equinor to unlock business value quickly without increasing complexity.

ROLE

As a core front-end developer on the Fusion platform, Andrej contributed to both new development and maintenance of the Fusion Portal, framework, and component library. He developed scalable, reusable front-end components in React that aligned with Equinor's design system, enabling other teams to build applications more efficiently. He was responsible for implementing new features and fixing issues across shared services, improvements that enhanced development productivity and end-user satisfaction. Andrej also collaborated closely with back-end developers, designers, and product owners to ensure intuitive UI designs and smooth integration of front-end components with back-end services. His contributions have helped ensure the Fusion platform remains robust, user-friendly, and capable of supporting Equinor's growing suite of enterprise applications.

Projects in Equinor - Fusion Core team

Fusion Help

JAN 2025 - JUN 2025

PROJECT DESCRIPTION

Fusion Help is a React-based in-app help system embedded as a side-sheet within the Fusion platform. It provides context-aware documentation and support content for every Fusion application, ensuring users see only relevant guides, FAQs, release notes, and governance information for the app they are using. The application supports custom deep links (URLs) that can open the help side-panel directly to a specific page or section, allowing teams to share direct documentation links. It also includes structured navigation for content, full-text search functionality, and an integrated chatbot to offer conversational assistance to users.

PROJECT VALUE TO THE CUSTOMER

- Improved user productivity by providing help directly inside applications, reducing the need to switch tools or search external documentation
- Consistent help experience across all Fusion applications through a single help solution
- Reduced support load by enabling users to self-serve answers via documentation, search, FAQs, and chatbot
- Faster onboarding for new users through clear, structured, and app-specific guidance
- Scalable documentation platform that allows new applications to add guides in Fusion Help without building custom help solutions
- Lower maintenance and development cost by centralizing help functionality instead of duplicating it per application

ROLE

Andrej led the front-end implementation of the Fusion Help application as a standalone React app integrated into the Fusion platform. He worked on the application's UX and information architecture in collaboration with UX designers, helping shape intuitive navigation patterns and interaction designs for the help content. Technically, he developed the side-sheet application in React, implementing features such as custom URL deep-linking to specific help topics and context-aware routing that dynamically adjusts content based on the active Fusion app. He built out structured navigation components for various content types (documentation, FAQs, release notes, governance) and implemented a search feature to quickly retrieve relevant help articles. Andrej also integrated a chatbot interface to provide users with an interactive help experience. Throughout, he ensured the solution conformed to Equinor's design system and accessibility standards, resulting in a consistent and user-friendly support tool embedded seamlessly in the Fusion ecosystem. (He additionally presented Fusion Help to end users and developers, explaining its functionality, integration, and benefits.)

Fusion Docs - Documentation Assistant Chatbot

DEC 2025

PROJECT DESCRIPTION

Fusion Docs was extended with an AI-powered Documentation Assistant chatbot to help developers and users quickly find answers within the Fusion documentation. The chatbot allows users to ask questions directly in the documentation interface and receive answers based on existing docs.

The solution supports rich responses, including inline links, code snippets, and references to relevant documentation sections, making it easier to navigate complex technical content. The chat interface includes common usability features such as clearing the conversation, expanding or minimizing the chat window, and closing it entirely, allowing users to control how and when they interact with the assistant. The feature is marked as experimental and includes clear messaging to encourage verification of critical information.

ROLE

As a frontend developer, Andrej implemented the user interface and interaction logic for the Fusion Docs Documentation Assistant chatbot. He developed the chat UI, including message rendering with inline links, formatted code blocks, and referenced documentation content.

He implemented chat controls such as clearing the conversation, expanding the chat view, minimizing it, and closing the assistant, ensuring a flexible and user-friendly experience. Andrej worked closely with designer and backend developer to align the frontend behavior with AI responses and documentation sources. He also presented the solution to developers and users. The result was an accessible and helpful tool that improved how users explore and understand Fusion documentation.

Deleted Accounts - Contract Personnel Feature

SEPT 2025 - NOV 2025

PROJECT DESCRIPTION

The Contract Personnel application was extended with a Deleted Accounts feature to support handling of user accounts when employees leave and later rejoin the organization. The feature allows administrators to identify deleted accounts, review account details, and migrate permissions and roles to newly created accounts in a safe and controlled way.

The solution introduced a new Deleted Accounts page with a table showing deleted users associated with a contract, including roles, deletion date, and account type. The feature includes clear visual indicators for which accounts can be migrated and a guided migration flow with a comparison dialog that highlights differences between deleted and new accounts before confirming the migration. Migrations are handled per contract to ensure correct access without affecting other contracts.

ROLE

As a frontend developer, Andrej implemented the user interface and interaction logic for the Deleted Accounts and account migration feature. He developed the Deleted Accounts page,

including the configurable table, visual states for migration eligibility, and the guided migration flow with comparison and confirmation dialogs.

He collaborated closely with backend developers, UX designers, and the application owner. Andrej created and presented the migration workflow in Miro, using it as a basis for discussion and alignment on behavior, edge cases, and user flow before implementation. He also added documentation for the feature and presented the final solution to users and stakeholders. The result was a clear and user-friendly solution that reduced manual work and ensured continuity of access when personnel changes occurred.

Notifications - Contract Personnel Feature

AUG 2022

PROJECT DESCRIPTION

The Contract Personnel application was extended with a Notification Recipients overview to provide transparency around who receives email notifications for contract-related activities. The feature gives administrators a clear overview of all users who will be notified, including their contact details and the roles or responsibilities that trigger notifications.

The solution introduced a dedicated page displaying notification recipients in a table, showing user information, Azure ID, and notification reasons. Users with multiple roles are clearly represented with combined notification reasons, making it easier to understand complex role setups within a contract. The page serves as a reference point to support correct communication flows for personnel approvals, role changes, and contract lifecycle events, helping ensure that the right personnel are informed at the right time.

ROLE

As a frontend developer, Andrej implemented the user interface for the Notification Recipients overview within the Contract Personnel application. He developed the table-based view that presents notification recipients, including support for displaying multiple notification reasons per user in a clear and readable way.

He collaborated closely with backend developers and the application owner to ensure that the displayed data accurately reflected notification logic and role configurations. Andrej focused on clarity and usability, making it easy for administrators to understand why specific users receive notifications and how different contract roles affect communication and approval workflows. He also documented the feature and presented it to stakeholders to explain how notification recipients are determined.

Delete Contract - Contract Personnel Feature

JUL 2025

PROJECT DESCRIPTION

The Contract Personnel application was extended with a Delete Contract feature to allow authorized users to remove contracts in a controlled and transparent way. The feature

ensures that only users with the correct roles can delete a contract and that the action is clearly communicated and confirmed before execution.

The solution adds a delete action to the contract dashboard, which is automatically disabled for users without sufficient permissions. When triggered, a side sheet presents information about the consequences of deleting a contract and requires the user to provide a reason before confirming. The contract is soft-deleted and marked as invalid, preventing further access.

ROLE

As a frontend developer, Andrej implemented the user interface and interaction logic for deleting contracts within the Contract Personnel application. He developed permission-based behavior that enables or disables the delete action depending on the user's role, ensuring that only authorized users can perform the operation.

He implemented the confirmation flow using a side sheet, including validation for required input and clear messaging about the consequences of deleting a contract. Andrej worked closely with backend developers and the application owner to align frontend behavior with API requirements and contract lifecycle rules. He also documented the feature and presented the workflow to stakeholders, explaining permissions, limitations, and expected behavior. The result was a clear and safe deletion flow that reduced the risk of accidental contract removal while maintaining transparency and control.

Service Now

OCT 2024 - NOV 2024

PROJECT DESCRIPTION

This project introduced a ServiceNow Support Sidebar within the Fusion framework to provide a unified in-app support experience across Equinor's enterprise applications. The React-based sidebar allows users to request assistance, report errors, and submit support tickets without leaving their current workflow in any Fusion application. It features multiple context-specific views (such as "I need help" and "Report an error"), and is controlled by custom React hooks that let any Fusion app open, close, or navigate the sidebar programmatically. The interface was built using Equinor's design system components to ensure a consistent look and feel across all applications.

PROJECT VALUE TO THE CUSTOMER

- Improved user experience by allowing users to access ServiceNow support directly within applications, reducing context switching and workflow disruption
- Standardized support interactions across Fusion applications through a single, shared solution
- Reduced maintenance and duplication within the Fusion platform
- Scalable foundation for future enhancements, such as gathering data, analytics, or additional support flows

ROLE

Andrej implemented the ServiceNow support sidebar end-to-end on the front end. He developed a modular sidebar architecture with React, including multiple view panels for different support actions (help requests, error reporting, general overview, etc.). He created custom React hooks to manage the sidebar's lifecycle events (opening, closing, and navigating between views) so that other Fusion applications could interact with the sidebar seamlessly. Andrej also integrated Equinor's design system UI components to maintain consistency with the overall Fusion user experience and to meet accessibility requirements. His work on this feature enabled users to get support and report issues more efficiently, improving user satisfaction by keeping support within the context of their current application.

AG Grid "Person Cell" Component

APR 2024 - AUG 2024

PROJECT DESCRIPTION

This project involved creating a reusable "Person Cell" component for AG Grid within the Fusion platform. The component's purpose is to render person-related information consistently in data grids across various enterprise applications. In use, the grid cell displays key information (e.g. a person's name and avatar), and on hover it reveals an interactive tooltip with a detailed "Person Card" – showing extended profile information. The component was built to align with the Equinor Design System and Fusion's architectural standards, ensuring that development teams can easily reuse it across multiple applications and maintain a uniform user experience when displaying personnel data.

PROJECT VALUE TO THE CUSTOMER

- Improved developer productivity by providing a ready-to-use, standardized AG Grid cell component, eliminating repetitive custom implementations
- Consistent user experience across Fusion-based applications through unified person visualization and interaction patterns
- Faster application delivery by reducing development time and onboarding effort for teams using Fusion
- Lower maintenance cost through centralized logic, shared styling, and reusable components
- Scalable foundation enabling future enhancements to person-related features without changes in consuming applications

ROLE

Andrej designed and developed the custom AG Grid cell renderer in React, using Styled Components in accordance with Equinor's design guidelines. He implemented the interactive tooltip functionality that fetches and displays detailed person data (leveraging a shared PersonProvider to resolve user info by ID). The component was engineered to be scalable and easy for other developers to integrate, improving productivity by eliminating the need to recreate person-display logic in different apps. Andrej also presented the new Person Cell

component to the Fusion developer community and end users, demonstrating how it works and highlighting its benefits. His contribution provided a consistent solution for person data display, enhancing both developer efficiency and end-user experience across Fusion applications.

Access Control - Contract Personnel feature

DEC 2023 - FEB 2024

PROJECT DESCRIPTION

This initiative added a role-management feature to Fusion's "Contract Personnel" application, simplifying how contractor access is managed. The new feature provides an Access Control page where Equinor employees with the appropriate authority can efficiently manage roles for contractors associated with a given project or contract. The interface was designed to be user-friendly while also enforcing security – it is accessible only to authorized personnel, ensuring that contractor access rights are administered safely and appropriately.

ROLE

Andrej was responsible for implementing the front-end of the new Access Control feature. He worked closely with a UX/UI designer to plan an intuitive user interface and with back-end developers to ensure the front-end would integrate seamlessly with the underlying access management APIs. Andrej developed the Access Control page in React, building out the interactive forms and tables that allow authorized employees to assign or revoke roles for contractors. He focused on creating clear workflows and visual cues so that users could manage contractor permissions with ease and confidence. Additionally, he incorporated access control checks in the UI, ensuring that only users with the proper credentials can view or modify contractor roles from the front end. Upon completion, Andrej demonstrated the feature in live demos to stakeholders and end users, explaining how it worked and fielding feedback. This feature helped Equinor streamline contractor onboarding/offboarding and reduce the effort needed to handle access rights, all while maintaining strict security.

Landing Page for Fusion

SEPT 2023 - NOV 2023

PROJECT DESCRIPTION

This project involved creating a new and improved landing page for the Fusion platform to enhance navigation and personalization for users. Key features of the redesign included adding a global search bar in the header (with a searchable dropdown) for quick access to apps, implementing a navigation interface ("Overview" and "All Apps" tabs) to organize available applications, and designing new sections on the Overview tab to highlight Portal content, user Favorites, and Frequently Used apps. The updated landing page also introduced personalization features (such as the ability to mark favorite apps) and was built to be fully responsive, ensuring a consistent user experience across different devices and screen sizes.

ROLE

Andrej led the front-end development of the Fusion landing page overhaul. He implemented the redesigned user interface from the ground up, including the new header with integrated search functionality and the tab-based navigation structure for switching between the Overview and All Apps views. Working closely with UX/UI designers, he ensured that the visual design was translated accurately into code and that the page's functionality met user needs without sacrificing aesthetics or performance. Andrej developed interactive components for the Overview tab, such as sections displaying portal announcements, the user's favorite apps, and frequently used apps. This work involved coordinating with back-end services to fetch the relevant data and implementing state management to dynamically update the UI based on user interactions (for example, adding or removing favorites).

In addition to building the core interface, Andrej took responsibility for quality assurance and smooth rollout of the new landing page. He conducted thorough testing, identifying and fixing bugs and addressing usability or performance issues. He collaborated with QA testers and even involved end users in beta tests to gather feedback, iterating on the design and functionality where needed. Furthermore, he prepared comprehensive documentation and guides for the new features, detailing technical implementation for future maintainers and creating a user guide to help internal users understand the new functionalities. Once the landing page was ready, Andrej presented live demonstrations of the new features to internal teams and stakeholders, and he remained available to support and train users as they adopted the updated interface. The result of this project was a more organized and user-centric home page for Fusion, which improved discoverability of apps and resources and allowed users to tailor their experience for greater efficiency.

People Search

FEB 2023 - AUG 2023

PROJECT DESCRIPTION

People Search is an internal Equinor application aimed at improving how employees search for and find information about personnel within the company. It provides comprehensive search capabilities across various criteria, such as name, email, role, discipline, and job title, to quickly locate individuals. The application is divided into multiple pages corresponding to different search filters or views (including a personal profile page for the current user). Users can toggle between list view and table view for search results, export results to Excel, and customize which columns are displayed in the table. Each search query is reflected by a unique URL, enabling easy sharing of specific search results. The user profile pages aggregate detailed information about an employee, including contact details, current and past task allocations, and an organizational reporting tree to show their place in the company hierarchy.

ROLE

Andrej spearheaded the front-end development of the People Search application using React and TypeScript. He was responsible for building an intuitive and responsive user interface that allowed users to perform complex searches with ease. This involved creating dynamic forms and filters for the various search criteria and implementing the logic to display results in either list or table format based on user preference. Using AgGrid, Andrej developed custom table components with sortable and customizable columns, including the functionality to export data to Excel for offline analysis. He ensured that each search state could be captured by a unique URL, handling the routing so that copying a link would reproduce the exact search results for another user – a feature that significantly improved information sharing among employees.

Collaboration was key in this project: Andrej worked in tandem with back-end developers to define the API contracts that powered the search queries and results, and he coordinated with the product owner to fine-tune the application's features for business needs. He also focused on optimizing performance given the potentially large amount of data (people records) involved in searches, using techniques like RxJS for handling asynchronous data streams and React Query for efficient data fetching and caching. Upon completion, Andrej demonstrated the application to users and stakeholders, gathering final feedback. The delivered solution greatly streamlined the process of finding personnel information across Equinor, saving employees time and improving user search overall.

Fusion web/react components

OCT 2022 - DEC 2022

PROJECT DESCRIPTION

This project focused on expanding the Fusion platform's UI component library by creating a set of reusable web components using the Lit framework. The goal was to build standardized UI elements that could be used both as pure web components and within React applications across Fusion. Andrej developed four key components during this period. These components were styled with an extended Material-UI theming system (using JSS and Equinor Design System tokens) to ensure they matched Equinor's visual guidelines. Each component was documented and showcased in Storybook for easy reference by other developers. The components included: a Person Avatar component (with an accompanying Person Card tooltip that displays detailed information by fetching data for a given user ID via a PersonProvider), and custom Icon Button and Icon Toggle Button components for consistent iconography and interactions across apps. By creating these as independent web components, the project ensured that they could be consumed in any web context, and wrapping them in React further allowed seamless integration into Fusion's React-based apps.

ROLE

Andrej was in charge of the end-to-end implementation of the new web components. He utilized Lit, a library for building lightweight fast web components, to create the base components with encapsulated functionality and styling. After crafting each component in Lit (leveraging Google's Material Web Components as needed for baseline behavior), he proceeded to wrap these components as React components. This step was crucial to make them immediately usable in the existing Fusion React applications without additional overhead. Andrej ensured that each component was highly customizable and reusable – for example, parameters for different icon states or the ability to resolve user data for the Person Avatar component. He also wrote thorough documentation and provided Storybook examples for each component, illustrating usage and customization options. His work on the Fusion web components library provided the development teams with pre-built, well-documented UI elements, reducing duplication of effort and ensuring consistent user interface elements across Equinor's internal applications.

Contract Personnel

APR 2022 - SEPT 2022

PROJECT DESCRIPTION

The Contract Personnel application was developed to simplify the process of granting and managing Fusion platform access for external contractors. It allows designated Equinor employees (with delegated authority) to manage a roster of personnel within a given contract. When a contractor is added to a contract in the app, that individual is automatically granted the appropriate level of Fusion access for the duration of the contract. This app addressed the challenge of delegating and controlling Fusion access for contractors, making the administration of contractor accounts better.

ROLE

Andrej implemented the front-end of the Contract Personnel app based on detailed design specifications. Using React and TypeScript within the Fusion framework, he converted Figma design mockups into a fully functional user interface that mirrored the intended look and feel. Andrej built most of the application's pages and layouts, creating a UI for listing contracts, managing personnel, and assigning access rights. He developed a number of reusable components specific to the app's needs and wrote custom hooks to interact with Fusion's back-end APIs (for operations such as adding or removing a person's access). Throughout the development, he paid close attention to user experience details, ensuring that the interface was intuitive for administrators and provided clear feedback (for example, confirmation messages when a contractor's access was successfully granted or revoked). By the end of the project, Andrej's work had delivered a smooth front-end experience that allowed Equinor staff to manage contractor Fusion access with minimal training, significantly improving what used to be a manual and complex process.

Other Projects

Enrian Partners AS, Prague, Check Republic - *Front-end developer*

JULY 2021 - JANUARY 2022

Project: BOV Loan *(Nov 2021. - Jan 2022.)*

PROJECT DESCRIPTION

BOV Loan is a web application for a bank that helps users determine the loan amount they could request and improves the loan application process. Users input various personal and financial details, and the application calculates a list of loan options for which they may qualify. Once all required information is provided, the user can view potential loan offers and choose to apply for one or multiple quotations. The application also guides users to upload the necessary documents to support their loan requests. On the administrative side, the system includes a portal for the bank's employees to review submitted applications – allowing staff to view applicants' answers, verify uploaded documents, and see additional information provided by the customers.

ROLE

At Enrian, Andrej developed the entire front-end of the BOV Loan application using Vue.js. He was responsible for building all the screens and UI components that make up the user's loan application journey. This included coding interactive form steps, modal dialogs for additional inputs, and custom UI elements like dynamic calculators and validation messages. Andrej created consistent components for elements such as buttons, input fields, and file-upload sections, ensuring a uniform look and feel throughout the app. He also implemented responsive design techniques so that the application would function well on various devices (critical for users or bank officers who might access it on tablets or laptops). This resulted in a more efficient loan application workflow and a better user experience for both customers and bank staff.

Technologies

HTML, SCSS, Vue.js, GitHub

Project: BOV Investment *(Sept 2021. - Oct 2022.)*

PROJECT DESCRIPTION

BOV Investment is a financial application created to assist bankers in guiding clients who want to invest their funds. The tool collects various inputs regarding a client's investment preferences and financial situation, and it helps assess potential investment plans along with their associated risk levels. Throughout the process, the application evaluates different factors (such as investment amount, duration, risk appetite, etc.) to propose suitable investment opportunities and inform the banker and client about possible outcomes or risk

scenarios. This helps standardize the advisory process and ensures that clients receive data-driven investment suggestions.

ROLE

Andrej worked on the front-end of the BOV Investment app, using Vue.js to build the majority of the client-facing screens and components. He implemented form interfaces and interactive elements for inputting client data and preferences, making sure the UI was straightforward for bankers to use during client meetings. Andrej also developed components for displaying investment recommendations and risk assessments, using visual cues to highlight risk levels or important information. He ensured consistency in design with the BOV Loan project (as they were related products for the same bank), reusing styling and components where appropriate to maintain a uniform user experience. By focusing on clean design and ease of use, his contributions helped bankers quickly input data and retrieve investment scenarios, thus improving the efficiency of client consultations and the clarity of information presented to clients.

Technologies

HTML, SCSS, Vue.js, GitHub

Project: Scroll *(July 2021. - Aug 2022.)*

PROJECT DESCRIPTION

Scroll is a web application designed for mortgage brokers to manage potential home loan borrowers through an automated workflow. The application allows a broker (either independent or within a company) to add new borrower profiles and enter all required information about each borrower. The system then automatically calculates potential loan options or interest rates based on the provided data. Additionally, Scroll provides functionality for brokers to upload and manage the necessary documents for each borrower (such as income proofs, credit reports, etc.). Essentially, it serves as a streamlined tool for brokers to keep track of clients and guide them through the home loan process, from initial data entry to loan offer generation.

ROLE

Andrej developed most of the front-end interface for the Scroll application using Vue.js. He created the screens for borrower management, including forms for data entry and pages listing borrowers and their loan statuses. Andrej built reusable components for common functionalities in the app, such as borrower info cards, document upload widgets, and notification pop-ups to alert brokers of missing information or calculation results. His role involved ensuring that the UI was intuitive for brokers – for example, making the process of adding a new borrower and uploading documents as simple as possible, and displaying calculated loan suggestions in a clear format. He also implemented responsive design so that brokers could use the tool on a tablet or laptop in client meetings. Andrej's work on Scroll resulted in a user-friendly application that helped mortgage brokers efficiently manage their pipeline of loan applicants and automate parts of the loan qualification process.

Technologies

HTML, SCSS, Vue.js, GitLab

Idid.IT doo, Niš, Serbia - *Full-stack developer, Co-founder*

AUG 2019 - JAN 2022

IdidIT is a digital agency co-founded by Andrej, where he served as CTO and wore multiple hats to grow the company and deliver projects. In this role, Andrej was instrumental in building the business from the ground up. He handled a broad range of responsibilities that included business development tasks and technical oversight. On the business side, he frequently met with clients and prospects, discussed their needs, and translated those into project plans. He organized and led meetings, broke down projects into actionable tasks, and created time and cost estimates for proposals. Andrej also took charge of resource management – for instance, recruiting or coordinating with content writers and designers, and arranging the content and assets needed for various website projects the company took.

In parallel to his managerial duties, Andrej remained hands-on with technical work. Depending on project needs, he would step in as a project manager, a front-end developer, or even a full-stack developer to ensure successful delivery. This could mean overseeing a development team on one project, while personally coding key features on another. He was proficient at filling whatever role was required, whether it was to meet a tight deadline or to guarantee the quality of a complex implementation. Additionally, as the team grew, Andrej mentored junior developers – notably, he supervised and trained two front-end developer interns over a four-month period, providing them with guidance, code reviews, and tutorials to improve their skills.

In summary, as Co-founder and CTO, Andrej's role combined technical leadership and project management with business development. He ensured that the technical solutions delivered by IdidIT met high standards and truly solved client problems, while also fostering client relationships and leading the company's internal team. His efforts led to successful project deliveries and helped the company expand its capabilities. Under his guidance, I did IT executed projects ranging from corporate websites to custom web applications, and built a reputation for reliability and quality. Andrej's mentorship of interns also contributed to the team's capacity, turning newcomers into productive developers. His multi-faceted contribution was central to the company's growth and the satisfaction of its clients.

Project: Jess MaHarry – Necklace builder *(Jun 2021. - Aug 2021.)*

PROJECT DESCRIPTION

Jess MaHarry Necklace Builder is a custom web application for an online jewelry store that allows customers to design their own necklaces. The tool provides two modes of customization: one with a predefined "altar" (a centerpiece) and one without an altar, letting

users start with a plain chain. Customers can add various charms and chains, and the application incorporates realistic physics and visuals to simulate how the necklace would look. For instance, when a charm is added to a chain or an altar, the charm's position and orientation update in real-time, and users can drag and arrange charms around the centerpiece or along the chain. The application also displays details about each charm (e.g., name or description) when clicked, and it supports actions like double-click or drag-and-drop to swap out chains or add charms directly onto the necklace. Users can add or remove charms through an intuitive interface (including plus/minus buttons for quantities), clear all selections to start over, and ultimately add the fully custom necklace to their shopping cart. Importantly, the application saves the user's current necklace design locally (in the browser) so that if the page is refreshed or the user navigates away and returns, their progress isn't lost. This interactive builder gives customers a unique and engaging way to personalize jewelry before purchasing.

ROLE

Andrej built the entire necklace builder application from start to finish. On the front end, he developed the interactive canvas for constructing the necklace, using HTML5, CSS/SCSS, and JavaScript with the Matter.js physics library to handle the realistic movement and snapping of charms. He implemented all the UI controls such as buttons for adding/removing charms, the drag-and-drop functionality, and the display of charm details on interactions. Andrej also ensured that the design and style of the tool matched the rest of the client's Shopify website. He coordinated closely with the client (Jess MaHarry's team) throughout the project, gathering requirements and feedback to refine the tool's functionality and appearance. In terms of back-end and integration work, Andrej set up the application to work within the Shopify environment. Because the client did not have direct server access on Shopify for hosting certain assets, he configured the app to fetch charm images and SVG files from an external server, ensuring that media content could be loaded into the builder without violating Shopify's platform restrictions. He also integrated the final output of the builder with the Shopify cart system so that when a user added their custom necklace to the cart, all the selected components were recorded for the order. Through meticulous implementation and iteration, Andrej delivered a feature-rich, user-friendly customization tool. This solution provided a significant value-add for the jewelry store – giving customers a creative way to engage with the products, which in turn can drive higher customer satisfaction and potentially increase sales through the personalized shopping experience.

Technologies

HTML, CSS, SCSS, Liquid, Shopify, JavaScript, jQuery, Ajax, Matter.js

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Project: Cedrus – Cedrus website *(Apr 2021. - May 2021.)*

PROJECT DESCRIPTION

Cedrus, a retail company, needed to migrate their existing e-commerce website from the Magento platform to Shopify. The project's scope included rebuilding the entire website on Shopify to mirror the original site's design and functionality. This meant implementing the

previous custom design down to the detail (including the homepage layout, header/footer, and mobile responsiveness) and replicating all key features and pages. Many parts of the Magento site were highly customized – for example, there were custom collection listing templates, unique single product page layouts, and possibly custom plugins or scripts. All these needed to be recreated or adapted for Shopify. Additionally, Cedrus's site had a special feature: a "shopping survey" that guided users through a series of questions and then generated a unique product (a software license) based on their answers. This feature also had to be developed on Shopify, as Shopify doesn't natively support such surveys out-of-the-box. The project was essentially a full rebuild on a new platform, ensuring that customers experienced a seamless transition with no loss of functionality.

ROLE

Andrej led the front-end redevelopment during the Cedrus migration. Working from the ground up on Shopify, he recreated the website's theme and templates to match the Magento site. This involved writing custom Liquid templates, HTML, and SCSS/CSS to construct pages such as the homepage, category (collection) pages, product detail pages, and other content pages exactly as they appeared before, but now leveraging Shopify's framework. He made sure elements like the navigation menu, banners, product listings, and shopping cart all reflected the original design and provided a consistent user experience. A key part of his role was implementing the custom shopping survey feature on Shopify: Andrej built a multi-step form that asks users a series of questions and, based on their responses, creates a specialized product (with a software license code) tailored to them. To accomplish this, he wrote custom JavaScript to handle the survey logic and integrated it with Shopify's system to generate or select the corresponding product result. He also ensured that this survey component was smoothly integrated into the Shopify storefront, both in terms of functionality and design. Throughout the migration, Andrej paid attention to responsive design, ensuring the site worked well on mobile devices. He also rigorously tested the new Shopify site to verify that all features from the Magento site were successfully replicated and that no regressions were introduced. The outcome of his work was a fully functioning Shopify website that maintained Cedrus's established look and feel and capabilities, thereby providing existing customers with a familiar shopping experience on a more modern, maintainable platform.

Technologies

HTML, CSS, JavaScript, jQuery, Liquid, Shopify

Project: Threedium – 3D/AR Product Viewer & Configurator *(Sept 2020. - Mar 2021.)*

PROJECT DESCRIPTION

Threedium is a technology company offering a platform to showcase products in 3D and augmented reality (AR) on e-commerce websites. As part of this platform, a Shopify application was developed to help online store owners easily add and manage 3D/AR versions of their products. The app allows store administrators to upload 3D models and configure various combinations or customizations of a product (for example, different colors,

textures, or add-ons) without needing any coding knowledge. Once a product and its variations are configured in the app, it can be published to the Shopify store for customers to interact with. On the customer side, this means shoppers can view and engage with products in 3D or AR directly on the website – for instance, rotating a 3D model, or using AR to see how a product might look in their own space. Customers can also customize the product in real-time (selecting components or options) and see those changes reflected instantly. This interactive experience not only makes shopping more engaging but also helps customers make informed purchase decisions by visualizing the product in detail.

ROLE - FULL-STACK DEVELOPER

Andrej took on multiple responsibilities during the development of the Threedium 3D/AR product viewer app. On the development side, he served as a lead developer, building approximately 90% of the front-end functionality and also implementing critical back-end integrations. He constructed a rich front-end interface using HTML, SCSS, and JavaScript, with extensive use of Shopify's Liquid templating and custom jQuery scripts to handle the interactive 3D/AR components. Andrej also set up the communication with the database and server-side (using PHP and MySQL) to store product configurations and serve them to the Shopify front-end, ensuring that data flows (such as saving a new product configuration or retrieving it for display) were smooth and reliable.

ROLE - UX/UI & MANAGEMENT

On the UX/UI front and project management side, Andrej designed the entire user workflow and interface for the application. He started by reviewing mockups and requirements with the client, then created additional mockups and suggestions of his own to improve the user experience. He defined how store admins would navigate the app to create a 3D product, configure options, and publish it, focusing on making these complex tasks as straightforward as possible. Once the designs were agreed upon, he implemented the UI, closely matching the intended design and ensuring consistency with Shopify's admin UI patterns. Andrej also designed the underlying database schema to support the application's features (such as storing multiple configurations and assets for each product). Throughout the project, he maintained active communication with the client (the Threedium team and the end client using the app) to demonstrate progress, gather feedback, and ensure the solution met their needs. He documented the application's functionality and even outlined ideas for future improvements or new features in later versions. By combining strong technical implementation with thoughtful UX design and client collaboration, Andrej delivered a powerful 3D/AR configurator tool that enabled Shopify merchants to offer cutting-edge product experiences to their customers, ultimately helping those merchants differentiate their stores and potentially increase sales through interactive product engagement.

Technologies

HTML, SCSS, JavaScript, jQuery, PHP, Liquid, MySQL, Bootstrap 4, Ajax, GitHub, Photoshop

Project: Mother Nature Organics *(Apr 2021. - Aug2021.)*

PROJECT DESCRIPTION

Full website development based on a complete website redesign. I was given the design of the website and I implemented that design and created a Shopify theme that can be manageable and customized by a client within the Shopify's Client Management System.

ROLE

Worked alone as a full-stack developer on the project

Technologies

HTML, SCSS, Liquid template language, jQuery, Shopify

Project: Tauri-Gum *(June 2020. - Aug 2020.)*

PROJECT DESCRIPTION

Full website redesign implementation into a Shopify CMS, created as a Shopify theme, with additional ability for the admin to change content text and alter specific parts of the website on his own.

ROLE

Worked alone as a developer on the project

Technologies

HTML, SCSS, Liquid template language, jQuery, Shopify

Project: The Rebbe's Choice *(Apr 2020. - May 2020.)*

PROJECT DESCRIPTION

Presented website redesign theme and implemented into a WordPress CMS

ROLE

Worked alone as a developer and a designer on the project

Technologies & tools

HTML, SCSS, WordPress, Photoshop

Think Crucial, New York, USA - *Senior e-commerce developer*

JUL 2019 - APR 2020

PROJECT DESCRIPTION

Think Crucial is a U.S.-based e-commerce company specializing in household appliance parts and accessories. They required dedicated development support to maintain and improve their e-commerce website (which was built on Shopify) in order to boost traffic and sales. The focus of the project was on ongoing site enhancements – this included updating the website design and user experience, managing the ever-growing product catalog, and optimizing the site's structure and content for better search engine performance. Essentially, Think Crucial wanted to ensure their online store remained modern, user-friendly, and easily discoverable by customers (through SEO), thus increasing organic traffic and conversion rates.

ROLE

As a senior developer for Think Crucial, Andrej took charge of both front-end and some back-end tasks to refine the Shopify-based online store. On the front-end side, he made improvements to the site's design and layout – refreshing page designs where needed and ensuring the UI/UX was intuitive for customers shopping for appliance parts (which can involve browsing large catalogs and detailed product info). He implemented changes like reorganizing navigation menus, refining the product search and filtering features, and improving page load times for a smoother shopping experience. On the content management side, Andrej handled updates to the product listings and categories, making sure new products were added correctly and the catalog was structured logically for shoppers. A significant part of his role was also improving the website's SEO: he restructured page metadata, headings, and content where necessary, and collaborated with the marketing team on SEO strategies (for example, adjusting site content or URLs to rank better for certain keywords). He also have worked with Google Analytics and other tools to monitor traffic changes and pinpoint areas for improvement. Through these efforts, Andrej helped increase the site's visibility on search engines and enhanced the overall user experience, directly contributing to higher traffic and engagement on Think Crucial's e-commerce site.

Technologies & tools

HTML, SCSS, Liquid template language, Shopify, jQuery, Javascript, Google Sheets, Microsoft Excel, SEO

Freelancer - *Front-end developer / Full-stack developer*

NOV 2018 - JUN 2019

PROJECTS DESCRIPTION

As a freelance front-end developer, Andrej worked on a wide variety of web projects for different clients, which gave him broad exposure to different industries and project types. During this period, he built custom websites from scratch as well as developed websites using popular content management systems like WordPress and Shopify, depending on client needs. His projects ranged from simple business landing pages to more complex sites with interactive features. For instance, he created small web applications that integrated features

such as interactive maps (using Google Maps APIs) for location-based services, and he often stepped in to troubleshoot and improve existing websites. Many clients hired him to fix bugs on their sites, improve page load speeds, and enhance mobile responsiveness. He also provided on-site SEO optimizations – adjusting page content and structure to improve clients' search engine rankings. Andrej's freelance work required him to be highly adaptable and self-directed, as he was managing multiple projects simultaneously and communicating directly with clients to understand requirements and deliver results.

ROLE

In his freelance tenure, Andrej developed and launched several websites. This included e-commerce stores (for example, setting up an online shop on Shopify for a socks retailer, complete with a custom inventory calculation feature), and numerous WordPress-based websites for local businesses (such as informational sites for companies and tourism-related services). He also contributed to a time-tracking web app's front-end and built custom interactive components for clients as needed. Each project demanded a tailored approach – some required pixel-perfect implementation of a provided design, while others involved creating the design and front-end from the ground up. In all cases, Andrej ensured the final websites were user-friendly, performant, and met the clients' objectives. His ability to deliver quality results across diverse projects helped his clients improve their online presence and, for many, resulted in more polished and effective websites than they had before.

Technologies & tools

HTML, SCSS, WordPress, Shopify, Liquid template language, Photoshop, jQuery, Javascript, Google Maps

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Deboxd & Vozzi, Niš, Serbia - *Web developer / Digital Marketing Support*

APR 2016 - OCT 2018

PROJECT DESCRIPTION

Andrej worked as a web developer at Deboxd, a digital agency, during which time he also became heavily involved in a major project for a client product called Vozzi (a road-assistance mobile application/startup). At Deboxd, Andrej developed a wide array of websites and online stores for various clients, demonstrating versatility with different platforms and technologies. This included building fully custom websites from scratch and developing sites on WordPress for clients who needed easily manageable content. He also provided additional services like web analytics integration and UX/UI consulting to improve the performance and usability of client sites.

The most prominent endeavor in this period was his work with Vozzi. When Vozzi approached Deboxd for help, Andrej took on a leading role in establishing the app's web presence and digital marketing. He collaborated closely with the Vozzi team to create what was essentially the entire online identity and promotional strategy for the application. This involved designing and developing Vozzi's official website to inform and attract users, implementing SEO best

practices to ensure the app gained visibility online, and engaging in extensive digital marketing efforts. Andrej helped produce a variety of promotional content for Vozzi: from managing social media campaigns and web advertisements to creating video commercials and how-to tutorial videos showcasing the app's features. Through these efforts, he helped Vozzi grow from a local startup into a product with international reach, generating greater user adoption and market awareness.

ROLE

At Deboxd, Andrej's role was primarily as a front-end/web developer. He created numerous websites during his tenure, using technologies like HTML, CSS, JavaScript, and jQuery, and leveraging WordPress when appropriate for content management. For example, he built Deboxd's own company website from the ground up and developed a series of WordPress sites for a client offering city bike tours (e.g., iBikeBelgrade.com, iBikeBudapest.com, iBikeNoviSad.com), tailoring each to the locale while maintaining a consistent theme. Each project required ensuring cross-browser compatibility, mobile responsiveness, and an engaging user interface.

In the context of Vozzi, Andrej expanded his role beyond just development. He served as a digital consultant and content creator, helping craft the messaging and media that would promote the Vozzi app. He applied his design eye to the app's web pages and user flows (providing UX feedback and ensuring the website effectively communicated the app's value). He also applied his technical skills to support SEO optimization, making sure the Vozzi site ranked for relevant keywords so potential users and partners could find it easily. On the media side, Andrej used tools like Adobe After Effects and Premiere to create and edit promotional videos — for instance, short ads demonstrating how Vozzi works, and tutorial videos guiding users on using the app's features. By juggling these responsibilities, Andrej played a key part in Vozzi's successful launch and growth. His work not only delivered a functional and attractive website for the service but also significantly contributed to marketing outreach, ultimately helping Vozzi transform into an international business with a strong online presence.

Technologies & tools

HTML, CSS, jQuery, JavaScript, Adobe Premiere, Adobe After Effects, Wordpress

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MyCity & ShindiriStudio, Niš, Serbia - *Web developer / Hosting Support*

APR 2015 - MAR 2016

Project: uSquare - WordPress Plug-in

PROJECT DESCRIPTION

uSquare is a responsive grid-based plugin/widget developed by ShindiriStudio (in collaboration with MyCity) intended to display content in a dynamic grid layout. The idea behind uSquare was to present various types of content (team member profiles, products,

services, blog posts, etc.) in a visually engaging, tile-like grid where each item is a square. The plugin allowed for different modifications or skins, and the live preview showcased multiple variations of the grid to demonstrate how it could be adapted to different purposes. Users of uSquare could customize it to fit their content and embed this grid on their websites to present information in an interactive way – for example, clicking on a square might reveal more details about that item in a lightbox or an expanded view.

ROLE

Andrej was part of the MyCity development team working on the uSquare project, specifically responsible for implementing the front-end according to the design provided. He took the design files/mockups from the UI/UX designer and translated them into clean, functional HTML/CSS and JavaScript. This involved creating the grid layout and ensuring that it was fully responsive, so that the grid would rearrange or resize appropriately on different screen sizes while maintaining its aesthetic appeal. He also integrated jQuery to handle any interactive behaviors (such as hover effects or click events to expand content for a grid item). Andrej paid attention to pixel-perfect accuracy with the designs and cross-browser compatibility, given that this plugin would be used by various clients on their own websites. His work ensured that the uSquare component not only looked like the intended design but also performed smoothly, providing an attractive and reliable content-display tool for end users. This project added to Andrej's early-career experience in building interactive front-end components and working within a team to deliver a product that would be reused across many websites.

Technologies

HTML, CSS, jQuery, JavaScript, WordPress