



RIAD FEHRIĆ

With over ten years of experience in application and interface development, I have a strong background in designing and implementing user-focused solutions within complex, data-driven systems. My work consistently emphasizes usability, clarity, and structured user flows, particularly in environments where reliability and precision are critical.

I have collaborated on demanding projects for established clients such as **Megasplet, Smania, Nature's Finest, Vitapur, and 4endurance**, working closely with designers, developers, and stakeholders to translate complex requirements into intuitive and efficient user experiences.

While my professional background originates in web-based systems, my approach to UI/UX is platform-agnostic, with a strong focus on understanding user context, reducing cognitive load, and supporting decision-making through clear visual structure and interaction design. I am highly motivated to apply this mindset to advanced desktop applications and simulation environments such as those developed at Guardiaris.

PERSONAL

- Name**
Riad Fehrić
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- Phone number**
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- Email**
riad.fehric@gmail.com
- Date of birth**
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- Place of birth**
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- Gender**
Male
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INTERESTS

- Taekwon-do, Fitness, Football, Film enthusiast



WORK EXPERIENCE

- Nov 2023 - Present** **Mid-Senior Web Developer**
[Digitalist d.o.o., Ljubljana](#)
Since the end of 2023, I have been part of the Digitalist Agency team, contributing to the development of robust and user-focused WordPress solutions in a collaborative, fast-paced environment. My work emphasizes quality, scalability, and alignment with modern web development standards to deliver strong digital experiences for clients.
- Sep 2017 - Nov 2023** **Junior-Mid Web Developer**
[Bsmart Performance Agency d.o.o. / ROAS monster d.o.o, Ljubljana](#)
In 2017, I joined Bsmart Performance Agency, where I spent six years building a solid foundation in web development, primarily focused on WordPress. I contributed to the development of dynamic websites and digital solutions while collaborating closely with designers and senior team members across multiple client projects.
- 2014 - Sep 2017** **Freelancer**
[Ljubljana](#)
From 2014 to 2017, I worked as a freelance web developer, contributing to a range of projects that helped build a strong technical foundation and practical understanding of web development and client collaboration.



EDUCATION AND QUALIFICATIONS

- 2015 - 2017** **Computer and Information Science (studies not completed)**
[Faculty of Computer and Information science, Ljubljana](#)
During my studies at the Faculty of Computer and Information Science in Ljubljana, I developed a solid foundation in computer science fundamentals. While I did not complete the degree, the knowledge gained has been instrumental in my professional development and ongoing application of theory to real-world projects.
- Sep 2009 - Jun 2014** **Computer Technician**
[High School, Ljubljana](#)
During high school, I completed a **Computer Science Technician** program, where I built a strong foundation in core computing principles. The curriculum covered fundamental programming concepts, system



SKILLS

UI / UX design	★ ★ ★ ★ ★
User-centered design principles	★ ★ ★ ★ ★
Object-oriented programming concepts	★ ★ ★ ★ ★
Application logic and data flow understanding	★ ★ ★ ★ ★
Relational databases	★ ★ ★ ★ ★
Data-driven application interfaces	★ ★ ★ ★ ★
REST API integration	★ ★ ★ ★ ★
E-commerce systems	★ ★ ★ ★ ★



ACHIEVEMENTS

Two-time National Champion in Taekwondo