

Grega Bulog

Product Design Lead

COMPLEX SAAS · DESIGN SYSTEMS · DESIGN-TO-CODE

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PROFESSIONAL SUMMARY

Product design lead with 12 years across regulated B2B SaaS, fintech, esports and mobile, seven of them at one company, from UX/UI designer to Head of Design. I turn complex product logic into shipped software: strategy and information architecture, interaction design, design systems and front-end implementation with AI-assisted development that I direct and review.

Contract work since 2014 runs through VEKTOR (Grega Bulog s.p.), my sole-trader practice. The 2023 to 2025 contracts ran alongside my FirstBlood role as that platform wound down. Open to full-time and contract roles.

CORE EXPERTISE

Product design: Strategy, discovery, user research, information architecture, multi-role workflows, interaction design, prototyping, usability and A/B testing

Design systems: Token architecture, component libraries, theming, accessibility (WCAG), documentation, governance

Design-to-code: Figma, Angular and React components, HTML/CSS, Storybook, Claude Code, AI-assisted implementation, design QA, GitHub

Leadership: Design direction, hiring, mentoring, critique, stakeholder alignment, product and engineering decisions

SELECTED IMPACT

69 components governed in one library serving four regulatory themes (Chemius, 2026)

47% invite-to-signup conversion on a 10-day open testnet (Based, February 2026)

150K+ monthly active gamers on FirstBlood (April 2021), whose design I led from 2019

EXPERIENCE

Product Designer & Design System Lead (Contract)

NOV 2025 – PRESENT

BENS Consulting / Chemius · Slovenia, hybrid · Chemical-compliance SaaS · gregabulog.com/work/chemius/

- Designed and shipped a token-first Angular and Storybook design system: 69 governed components across four regulatory themes served from one library, replacing fragmented PrimeNG patterns through screen-by-screen adoption with no big-bang rewrite.
- Own the tokens, motion rules, dense-data tables, accessible states and migration docs; direct Claude Code on the implementation and review every component before it ships.
- Redesigned the technical-data-sheet editor from dialog-driven sections into a directly edited A4 canvas with a constrained block system, replacing templates engineering had hand-coded per customer; shipped into the existing platform ahead of the wider redesign.
- Only designer on the wider redesign of Chemius (safety data sheets, labels, technical documents), deciding weekly with the CEO, the project manager, four engineers and two chemical consultants.

Head of Design (Fractional)

APR 2025 – APR 2026

Based (now Ratio) · Finland, remote · Mobile opinion markets, Web3 startup · gregabulog.com/work/based/

- Only designer in a seven-person team (CEO, CTO, two engineers, a project manager, a co-founder); owned product design, brand, motion and the design system for a mobile opinion market.
- Simplified onboarding and trading so wallets, gas, slippage and settlement stay out of the core flow.
- A 10-day open testnet (February 2026) delivered 47% invite-to-signup conversion, 33% day-7 retention and 300+ daily active traders, averaging 4 to 6 sessions a week.

Lead UX/UI Designer (Contract)

APR 2023 – JAN 2025

Syyclops Inc. • Washington DC, hybrid • Enterprise SaaS, AI digital twin for facility management • gregabulog.com/work/syyclops/

- Turned an outline scope into the complete UX for an AI digital twin (3D model, assets, telemetry, documents, work orders) serving facility managers and field technicians on web and iOS.
- Built the Figma design system (variables, components, states, icons) and the specs, motion documentation and prototypes engineering built the v1 web and iOS launch against.
- Mentored the junior designer on the team.
- During the engagement Syyclops deployed at Flint Hill School (two campuses, 350K+ sq ft) and a Hyatt Place hotel (2023) and piloted at Dunbar High School (300K sq ft) for DC public schools.

Head of Design (from 2021)

APR 2018 – APR 2025

FirstBlood Technologies & Mana Interactive • United States, remote • Esports platform and fintech for gamers. UX/UI Designer 2018, Design Team Lead 2019 • gregabulog.com/work/firstblood/ • gregabulog.com/work/mana/

- Hired and mentored two designers; established critique, user research and A/B testing practices.
- Led FirstBlood's tournament, rewards and match experiences across web and iOS as the platform scaled to 150K+ monthly active gamers, 700K+ Warzone matches and \$400K+ in player rewards (April 2021).
- Led the design of Mana's mobile banking, quests, card, identity and compliance experiences, tested iteratively with gamers ahead of its \$7M seed (December 2021).

UX/UI Designer

JUN 2014 – APR 2018

ENKI d.o.o. • Ljubljana, Slovenia • Digital agency

- Designed UX and UI for public-sector and commercial websites and applications; the awards below are from this period.

ADDITIONAL EXPERIENCE

Founder & Product Designer (side venture, in development)

2024 – PRESENT

Baron • Slovenia • Pet-care marketplace, iOS and Android • gregabulog.com/work/baron/

Designed a pet-care marketplace from the data model up: health-data model, onboarding, sitter matching and a GPS live journal, then the pitch and investor material.

UX/UI Designer (Contract)

2024

Hoopoz • Remote • AI video analytics, web • gregabulog.com/work/hoopoz/

One information architecture across dashboard, search, sentiment and compliance, inside the existing brand.

UX/UI Designer (Contract)

2023

Talentine • Remote • Sports tech, iOS and Android • gregabulog.com/work/talentine/

Visual system and core patterns for onboarding, progression and leaderboards, handed to the client's team.

EDUCATION

2012 – 2014

Engineer of Media Production, Web Production specialisation (EQF level 5). Institute and Academy of Multimedia, Ljubljana

AWARDS

Awwwards Honorable Mention (2017) • CSS Design Awards Special Kudos (2017) • POMP, best public-sector media (2016) • DiggIt Gold, public-sector category (2016)

LANGUAGES

Slovenian (native), English (fluent)