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ZLATKO NAJDENOVSKI

Translating business strategies into go-to-market product designs.

Competencies

-  Business-Product Alignment
-  Design Systems Designer
-  Information Architecture
-  Old school HTML & CSS
-  MVP Product Strategy
-  Webflow Developer
-  Notion Aficionado
-  Brand Positioning
-  Brand Messaging
-  Systems Thinking
-  Email Marketing
-  Brand Naming
-  Ethical Design
-  Figma Expert
-  Icons Design
-  Logo Design
-  Wireframing
-  Copywriting
-  UX Writing
-  UX Design
-  UI Design
-  Massage

Client Partnerships

- Product Designer – Thecontext.org**

APR 2025 – AUG 2025

Designed a responsive, research-oriented web platform for an academic publishing network. Focused on structuring complex, multidimensional data into an intuitive knowledge matrix with advanced filtering and search capabilities, enabling people to navigate scholarly content with minimal cognitive load.
- Product Designer – Bitcomplete.com**

SEP 2024 – MAY 2025

Collaborated on the design of several lean, niche digital products aimed at strengthening brand credibility and driving audience growth. Each initiative was conceived as a strategic brand enhancer and lead magnet, balancing creative exploration with measurable business outcomes.
- Product Partner – Iconduck.com**

OCT 2023 – MAR 2024

Strategised, rebranded, and redesigned the public face of a leading icons platform. As the product evolved in complexity, I established a scalable design system and detailed documentation to align ongoing development with the brand’s vision and ensure design consistency across new features.
- Product Designer – Shiftsmart.com**

SEP 2022 – SEP 2023

Engaged twice with the labor management leader—first in 2016 to design its MVP web and mobile apps for early market validation, and later to lead a full-scale redesign of its multi-platform ecosystem. Established a platform-agnostic design system to ensure visual coherence, scalability, and cross-team alignment.
- Product Designer – Toptal.com**

AUG 2016 – OCT 2021

Designed dashboard-heavy enterprise web apps, and marketing websites across diverse industries for multiple digital products. Collaborated closely with international teams to translate strategic goals into refined digital experiences under tight timelines and high technical standards.
- Product Designer – Boundlessbits.com**

JUL 2018 – SEP 2021

Designed SaaS products and marketing websites for various clients. Focused on coherence, usability, and alignment between brand, product, and marketing goals.
- UI / UX Designer – Condos.ca**

SEP 2013 – AUG 2018

Led design for three large real-estate platforms and all supporting brand assets. Helped position Condos.ca among Canada’s most-visited property websites.

DATE OF BIRTH	MARITAL STATUS	OPEN TO RELOCATION
November, 6th, 1984	Married	Yes (Europe or Asia)

Languages

- Macedonian

★★★★★★ Native
- English

★★★★★★ C2 - Proficient
- Russian

★★★★★ Upper intermediate
- Slavic parlance

★★★★ Intermediate
- Romance parlance

★★★★ Elementary

Honors

-  Lecture given on freelancing

youtube.com/watch?v=F3fw6FiHjoU
-  Podcast guest on brand naming

domain.earth/tribevibe-earth-creates-comm...
-  Interview by Sellfy on icon design

medium.com/sellfy-creator-spotlight/pixel-b...
-  Honorable mention by Awwwards

awwwards.com/sites/ensage
awwwards.com/sites/figarc
-  Interviews in a local IT magazine

it.mk/pixel-bazaar-prodazhba-od-ljubov-kon...
it.mk/tribevibe-e-platforma-za-patuvachi-kr...

Employment History

- Lead Designer – Globalpassport.com

JAN 2023 – JUN 2023

Led the design team to create all the web and marketing materials in one consistent brand language, where I mainly took the role to actually create that brand language as part of a brand redesign including not only the identity, but the brand strategy too.
- UI / UX Designer – NOVP.com

DEC 2011 – DEC 2013

Led the design of complex digital platforms following a company rebrand. Leveraged a systemic mindset and coding fluency to maintain design consistency and modularity as the products evolved into large-scale, multi-feature ecosystems.
- Front-End Developer & Designer – 4ward

FEB 2007 – JUL 2009

Designed and coded a range of websites and landing pages using clean, semantic markup. Ensured cross-browser compatibility and strong visual standards through a disciplined, detail-oriented workflow.

Entrepreneurial Achievements

- Strategizing virality with Zenpen.club

SEP 2024 – MAY 2025

Created a minimalist web experience for exploring and sharing quotes from books, films, and lectures. Combined branding, design, and marketing to craft a mindful digital experience that encouraged organic virality through effortless sharing to social media.
- Quick win for Figarc.com

MAY 2024 – MAY 2025

Built a Figma library for spatial design and layout planning, engineered for flexibility and reuse. Later it was recognised with a Figma grant. The project showcased how system design principles with Figma’s design system capabilities can extend beyond the digital design and into real-world applications.
- A decade of success with Pixelbazaar.com

JAN 2013 – MAR 2024

Started designing icons as a hobby, which evolved into a profitable business and recognised brand in the creative resources community. Over a decade, I expanded Pixelbazaar into a full marketplace for digital assets before successfully exiting and selling the business at its declining stage.
- Internationalising friendship with Tribevibe.earth

MAR 2021 – MAR 2023

Founded a community-driven mobile app for making international friends through mindful, ethical design. Led market research, brand strategy, and product design end to end. Bootstrapping the project deepened my product-thinking expertise and refined my understanding of how business strategy, product experience, and human behaviour intersect.