

My Works 2026

Maja Bjeletic | [LinkedIn](#) | maja.bjeletic987@gmail.com |



MAJA BJELETIC, VISUAL/WEB/UI DESIGNER

MAJA.BJELETIC987@GMAIL.COM
VISUAL DESIGNER WITH A STRONG
FOCUS ON WEB & UI.

2014- 2026

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I CREATE CLEAN, INTUITIVE WEB EXPERIENCES THAT PEOPLE ACTUALLY ENJOY USING. WITH 12 YEARS IN WEB DESIGN, I FOCUS ON CLARITY, USABILITY, AND THOUGHTFUL DETAILS.

Showcase + Projects

FIBER	Carpet service website	(01)
IT’S SELENE	Period tracker app website	(02)
STRN	Agency website	(03)

FIBER - PREMIUM CARPET SERVICE WEBSITE

FIBER IS A WEBSITE FOR A PREMIUM CARPET CLEANING SERVICE, HIGHLIGHTING QUALITY CARE AND AN ECO-FRIENDLY APPROACH.



PROJECT GOAL

SIMPLIFY BOOKING, BUILD BRAND TRUST, AND MAKE A TRADITIONAL SERVICE FEEL PREMIUM AND MODERN.

MY ROLE

LED THE FULL PROCESS OF THE WEBSITE'S UX AND VISUAL IDENTITY TO BUILD BRAND TRUST.

KEY OUTCOME

STANDING OUT, POSITIONING THE BRAND AS PREMIUM.

(2025)

WEB DESIGN, UI, UX, ART DIRECTION

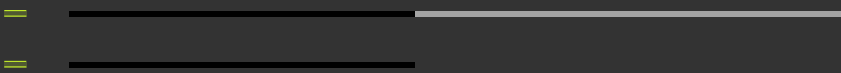
FIBER - DESIGN SYSTEM

I DEVELOPED A DESIGN SYSTEM FOR FIBER, COVERING TYPOGRAPHY, COLOR, ICONOGRAPHY, FORM ELEMENTS, STATES, FEEDBACK COMPONENTS, AND REUSABLE UI PATTERNS. IT SUPPORTS A SCALABLE, CONSISTENT UI AND SPEEDS UP DEVELOPER HANDOFF.

Progress Bar

Progress bar is shown in rectangular style.

Example



Widths

The minimum width of progress bar is 120 px.
The minimum width of the completion indicator is 60 px.

Starting Point

In the first step, the completion indicator has 8 px width.

Typography

The main brand typeface is Suisse Int'l, a sans serif that works equally well with large headlines and functional copy. PP Editorial New is used for section titles and emphasizing parts of the title.

Overview

We are combining two fonts. We have them both sometimes inside a paragraph. Some titles have an indent.

Fiber Carpet Service

Fiber Carpet Service

Font Pairing

Regularly we don't have any margins and paddings for paragraphs. In extreme cases, we have an indent and a line in that area.

At *Fiber*, we're dedicated to bringing you the highest standards of cleanliness. Our expert team ensures that your carpets are *deeply cleaned* and *refreshed*.

Fiber Carpet Service

h1

Size: 100px | Line height: 120px | Letter spacing: -7px

Fiber Carpet Service

h2

Size: 64px | Line height: 64px | Letter spacing: 0

Fiber Carpet Service

h3

Size: 52px | Line height: 52px | Letter spacing: 0

Fiber carpet service

h4

Size: 24px | Line height: 100% | Letter spacing: -2px

Fiber carpet service

h5

Size: 18px | Line height: 20px | Letter spacing: 0

Fiber carpet service

h6

Size: 16px | Line height: 20px | Letter spacing: 0

Colors

Fiber's color system is designed to ensure clarity, accessibility, and modern aesthetics across all touchpoints. The palette blends neutral tones with vibrant accents.

Brand Colors

White	Black	Ash Gray
#FFFFFF rgb (255,255,255)	#000000 rgb (0,0,0)	#A3A3A3 rgb (163,163,163)
Usage	Usage	Usage
Body text	Body text, Backgrounds	Emphasized text

Gradient

Lemon
#C9F22C #FFFFFF
Usage
Sitemap

FIBER®

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Seamless Connectivity. Precision Weaving—Where ***Fiber Technology*** Meets Carpet Care.

[View Our Services →](#)[SURFACES WE CLEAN →](#)

SEE HOW WE CLEAN

1:04

I scheduled everything online in minutes and my living room has never looked better!”

DANIEL BRIGGS

LUXURY APARTMENTS, LOS ANGELES

Bringing
Cleanliness
to *Life*

fibercleaning@fiberinfo.com

LINKS

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FIBER

IT’S SELENE - PERIOD TRACKER APP WEBSITE

IT’S SELENE IS A MODERN PERIOD TRACKING APP DESIGNED TO OFFER USERS A CALM, INTUITIVE, AND RESPECTFUL EXPERIENCE - THIS IS A MARKETING WEBSITE PROJECT.



PROJECT GOAL

DESIGN A MARKETING WEBSITE THAT CLEARLY COMMUNICATES SELENE’S PURPOSE, BUILDS TRUST, AND ENCOURAGES SIGNING UP TO WAITLIST THROUGH CALM, INTENTIONAL STORYTELLING.

MY ROLE

I LED THE END-TO-END DESIGN OF THE WEBSITE — INCLUDING CONTENT STRUCTURE, RESPONSIVE UI, VISUAL DIRECTION, AND COMPONENT-BASED LAYOUT USING A DESIGN SYSTEM.

KEY OUTCOME

CREATED A CLEAN, EMOTIONALLY LEAD WEBSITE THAT REFLECTS THE APP’S CALM TONE AND SUCCESSFULLY DRIVES USER INTEREST THROUGH CLEAR MESSAGING, VISUALS, AND CALL-TO-ACTIONS.

(2025)

WEB DESIGN, UI, UX, ART DIRECTION

IT’S SELENE - DESIGN SYSTEM

THE SELENE DESIGN SYSTEM DEFINES CLEAR RULES FOR TYPOGRAPHY, COLOR AND REUSABLE COMPONENTS TO ENSURE A CONSISTENT, MODERN VISUAL IDENTITY ACROSS THE ONE-PAGE SITE.

Avatars

Avatars are in color, circular shape.

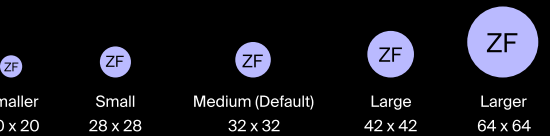
Sizes

The medium avatar (32x32 pixels) is the default size, neutral in color. If there is a need for a larger avatar sizes, respect the style.



No Image

If there is no image, we use initials.

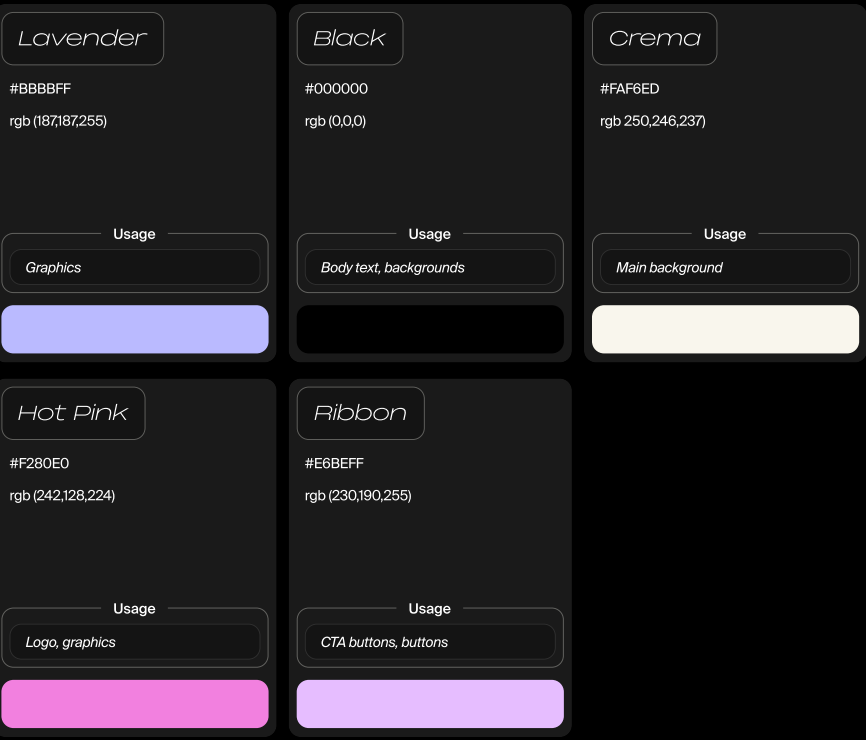


Colors

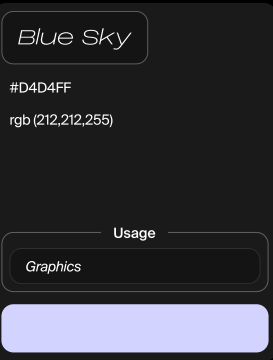
Selene’s color palette blends calming, gentle pastels with bold accent tones to create a modern, feminine, and trustworthy feel.

Soft lavender, warm blush, and subtle neutrals keep the mood light and inviting, while strong black type ensures clarity and impact.

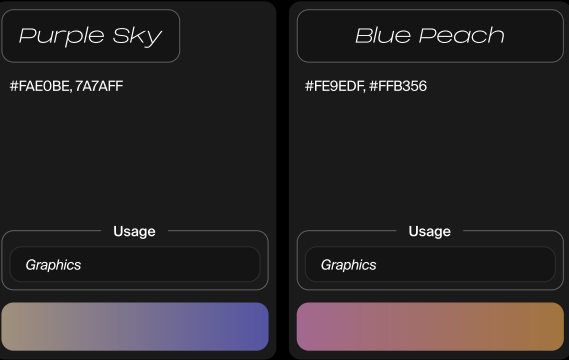
Core Colors



Secondary Colors



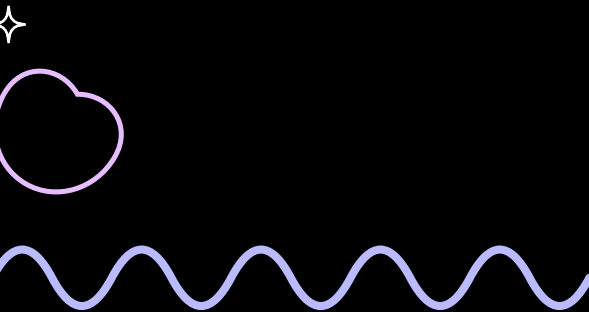
Gradients



Icons & Shapes

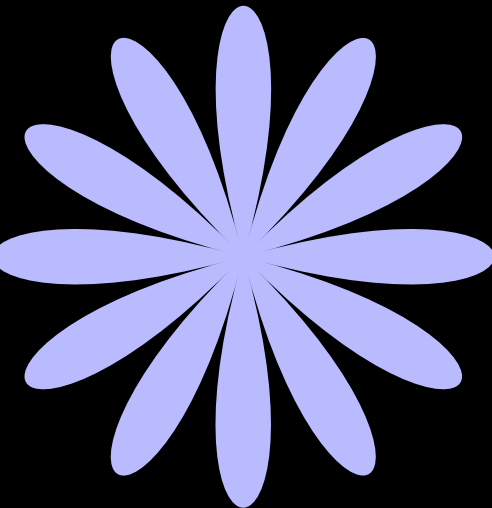
Icons we use are outlined with stroke variants.

Icons



Flower shape

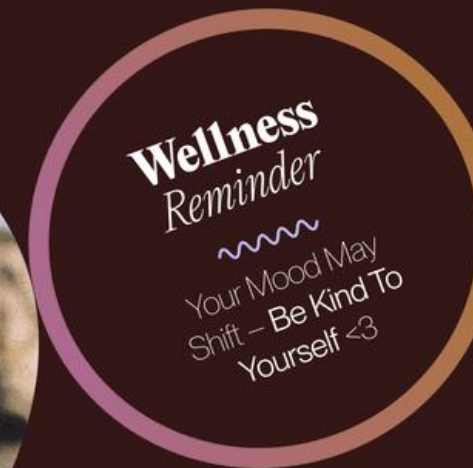
In footer we keep a flower icon in flat style, color Dark Purple. Organic shapes and soft gradients add flow and femininity throughout the page.



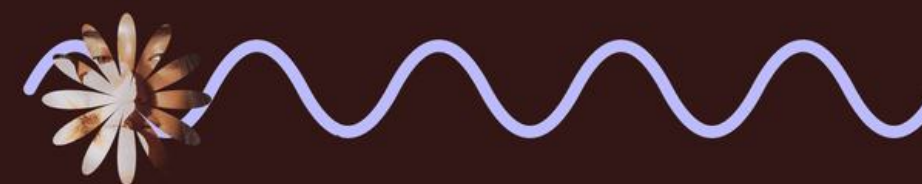
Wave shape

We have a flower shape in various sizes, in Lavender color.





Selene is here to guide you
through the ups and downs
of your *cycle* with *ease*.



*It can help you understand your
body's **rhythm**, track your
period, and embrace each stage of
your cycle with confidence.*

[View Features](#)

STRN - DEV AGENCY WEBSITE

STRN IS A DEV-FIRST DIGITAL STUDIO BUILDING SHARP,
SCALABLE PRODUCTS WITH CLARITY AND STRUCTURE.

[VIEW LIVE →](#)



PROJECT GOAL

BUILD A STRONG BRAND AND WEBSITE
THAT POSITIONS STRN AS CREDIBLE AND
DEVELOPER-LED.

MY ROLE

LED UI/UX DESIGN AND ART DIRECTION —
SMALL VISUAL IDENTITY, AND RESPONSIVE
LAYOUTS.

KEY OUTCOME

DELIVERED A TRUSTWORTHY WEBSITE
THAT ELEVATES STRN ABOVE TYPICAL
DEV STUDIOS.

(2025)

WEB DESIGN, UI, UX, ART DIRECTION

BUILT WITH <3

AMBITIOUS IDEAS, RELIABLE
SYSTEMS — CLEAN, SCALABLE,
TIMELESS.
BUILT ONCE. BUILT RIGHT.

We're the team startups call when
they need something clean, fast, and
future-proof.

[\[EXPLORE OUR WORK →\]](#)

TECH-DRIVEN WEB, APPS CODE & DESIGN

Thank you!

Maja Bjeletic | [LinkedIn](#) | maja.bjeletic987@gmail.com | [View website](#)