

David Praznik

Senior Product Designer, Senior UX/UI Designer

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With over **25 years in design**, my focus has always been on **making technology feel simple** and natural to use. I've spent my career working across diverse fields like medicine, science, and finance, learning how to turn **complex tools into friendly experiences**. I value working with people and effectively bringing individuals together in coordinated and productive teams. This ensures that the solutions we create are not only powerful, but also deliver clear **value for the company and pleasure for the end user**.

Work Experience

2026 – Present

Fidotrack d.o.o.

Founder and CEO, Product Strategist, Senior UX/UI Designer

Founder of the vet-tech startup Fidotrack, who is developing a system for continuous telemetry monitoring of vital signs in small animals during post-operative recovery and hospitalisation. Responsible for product strategy, UX/UI design of the system and mobile application, and development of business strategy and investor relations. Fidotrack addresses a critical security vulnerability in veterinary hospital care by integrating a medical sensor harness, proprietary signal processing algorithms, and a local-first SaaS platform for real-time monitoring and automated documentation.

2011 – Present

Ideator, David Praznik s.p.

UX/UI Design, Product Design, Branding, Team Leading, Consultancy

Collaborated with a diverse range of clients, including: FidoTrack (Veterinary patient monitoring system), CVS Mobile, University of Ljubljana, Veterinary Chamber of Slovenia, Center Gibanja – Fitness Studio, EIUS – Vep.si, Thule, Mtb.si, Itera d.o.o., Thorax d.o.o., Kuhnca d.o.o., KF Finance, MoneyRebel, Alliance ASE, LUI – Ljubljana University Incubator d.o.o., and others.

2025 – 2026

Razum d.o.o. (full-time, onsite)

Senior UX/UI Designer

Clients: NLB d.d., NLB Car&Go d.o.o.

For the NLB Trading mobile app, I prepared the UX, created wireframes, contributed to the strategy, and designed a user interface overhaul. In the strategic work, I collaborated closely with the client and other stakeholders, aligning solutions with regulatory requirements and future functionalities. Additionally, I contributed to several other projects, such as Klik NLB and Klik NLB SME, focusing on improving digital experiences, updating visual consistency, and enhancing the existing NLB design system. Complete overhaul of DoberAvto 2025 (NLB Car&Go d.o.o.), where I led UX-focused meetings with the client, aligned user flows with client requirements and product features, designed visual UI guidelines, contributed to the design system in collaboration with developers, and led the UX/UI work during interface implementation.

2022 – 2024

SciNote d.o.o. (full-time, onsite)

UX/UI Team Lead, Product Designer, Mentor

Led a team of UX/UI designers and contributed to the development of a cloud-based Electronic Lab Notebook (ELN) software. Collaborated on UX/UI strategies to enhance tools for lab inventory, compliance, and team management. SciNote is used by organizations such as the FDA, USDA, and scientists in over 100 countries.

2009 – 2014

Apple Users of Slovenia - Jabolko.org

Founder and Editor-in-Chief

2010 – 2010

Eksit d.o.o. – Ad Agency (full-time, onsite)

Graphic Designer, UX/UI Designer, Art Director

Designed and managed creative campaigns for clients such as Eksit, XYZ, Sportina, TWOWAY, and Salon Varia.

2008 – 2010

Endemit d.o.o. – Ad Agency (full-time, onsite)

Graphic and Product Designer, UX/UI

Worked on branding and product design for clients like Vzajemna, Ilirija, The North Face, and Rabim.info.

2007 – 2008

Gooie d.o.o. – Ad Agency (full-time, onsite)

Art Director, UX/UI Designer

Designed solutions for high-profile clients; Ice Solutions, Delo, Marg (first digital health care platform “eKartoteka”), Avtotehna, Ministry of Public Administration.

2007 – 2007

Infiniti MRM – Ad Agency (full-time, onsite)

Graphic and UI Designer

Created corporate identities, marketing campaigns, and websites for clients such as Cisco, Renault Nissan, and Autodesk.

2003 – 2006

Silveco d.o.o. (Studio Orca) (full-time, onsite)

Graphic and DTP Designer

Specialized in designing user manuals, brochures, and posters for major automotive clients, including Volvo, Honda, Renault Nissan and Mercedes-Benz.

2001 – 2003

Pro Anima d.o.o., KLIK Magazine (full-time, onsite)

Webpage Editor, Graphic Designer, UI Designer, DTP Specialist

Managed editorial content for the web and print editions, designed layouts, and authored articles on multimedia and photography, UI design for multimedia CD.

IAM (Institute and Academy of Multimedia)

Lecturer in workshops for Adobe Indesign, Adobe Illustrator and Adobe Photoshop.

1997 – 2001

Independent Work

Web Design, Print Design, Screen Printing: undertook numerous freelance projects for web and print media.

Professional Expertise

- **Systemic Design and Hardware Integration:** Designing end-to-end experiences that bridge digital interfaces with physical hardware.
- **Data-Driven Product Strategy:** Translating complex datasets into intuitive mental models through evidence-based design.
- **UX for Safety-Critical Environments:** Experience in high-stakes fields (medical, financial, scientific) where reliability is essential.
- **Scalable Design Systems:** Building robust systems in collaboration with engineers to optimize workflows and technical feasibility.

Skills and Tools

- **Design and Tech:** UX/UI Design, Product Branding, Prototyping, Design Ops.
- **Media Expertise:** Web, Mobile, Print, TV, and Audio.
- **Languages:** Slovenian, English, Croatian, Serbian (Full professional proficiency).
- **Strategic Project Leadership:** Ability to lead and work on complex projects in agile teams, balancing technical limits with business goals.

Education and Certifications

- **Multimedia Engineer** (Institute and Academy for Multimedia).
- **Apple Certified Support Professional** (Apple Inc).
- **Leadership for First-Time Leaders** (CEED Slovenia).

Personal Interests

Father of two children, trail/canicross runner (with a Border Collie), enduro mountain biker and gravel cyclist, snowboarder, yoga practitioner, music maker.

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