

Dušan Stojanović

Senior WordPress, UI/UX & Front-End Developer with 20+ years delivering design-led, production-ready websites.

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PROFILE

Senior WordPress and Front-End Developer with 20+ years of experience designing and building custom, responsive, accessible websites from concept to launch. I specialize in custom WordPress themes, ACF, Gutenberg blocks, modern CSS, component-based UI, and polished visual design, combining design judgment with production-ready code to reduce handoff loss and deliver faster, cleaner launches.

Co-founded and scaled a web agency from 3 to 70 people, and worked on 100+ websites for brands including Virgin Media, Land Rover, Bosch, Martini, Kate Bush, and Ana Ivanovic.

I am strongest in projects where custom WordPress development, front-end quality, visual polish, accessibility, and editor-friendly CMS implementation all matter.

EXPERIENCE

Co-Founder, Senior Designer & Front-End Developer

2005 - 2023

Eton Digital (acquired by [Holycode](#))

- Launched agency as web accessibility specialists in 2005 and scaled it from 3 to 70 employees across 3 offices (London, Niš, Novi Sad) - design quality directly generated enterprise-level contracts and drove 18 years of uninterrupted revenue growth.
- Worked as a part of a development/design team on 100+ responsive websites for clients such as Virgin Media, Land Rover, Bosch, Martini, Kate Bush, and Ana Ivanovic - earned repeated features in leading CSS galleries, strengthening brand positioning and inbound client pipeline.
- Executed the full UX/UI lifecycle - user research, user flows, wireframing, interaction design, visual design, prototyping, and mobile-first, accessible HTML/CSS/JavaScript - reducing revision cycles by handling design and development as a single workflow.
- Standardized component-based design systems and reusable pattern libraries across 50+ projects - accelerated project kickoffs, enforced brand consistency, and reduced front-end development time on recurring deliverables.
- Partnered cross-functionally with developers, project managers, and clients in agile environments - chose to remain the senior hands-on designer for the full 18-year run, prioritizing craft and output quality over management.

Senior UI Designer & Front-End Developer

2023 - 2025

[Holycode d.o.o](#)

- Sustained full client delivery through a company acquisition - designed and developed projects end-to-end, ensuring zero disruption to quality or timelines during the organizational transition.
- Engineered scalable design systems using SCSS component libraries, WordPress ACF, and Gutenberg blocks - reduced new page build time and empowered clients to extend and maintain their UI independently post-launch.

Web Designer & Developer

2002 - 2005

Freelance

SKILLS

Core Skills

- **WordPress Development:** Custom themes, ACF, Gutenberg blocks, reusable templates, CMS architecture, editor-friendly page building, theme customization, and performance-conscious implementation.
- **Front-End Development:** HTML, modern CSS, CSS custom properties, native CSS nesting, responsive layouts, component-based styling, JavaScript, Git, cross-browser implementation, and SCSS/Sass when required.
- **UI/UX Design:** Figma, wireframing, prototyping, visual design, typography, interaction design, design systems, and component libraries.

- **Accessibility:** WCAG, semantic HTML, keyboard navigation, accessible components, and inclusive interface patterns.
- **Additional:** React, Vue, Svelte, AI-assisted design and development, and agile collaboration.

EDUCATION

Associate degree in Mechanical Engineering - Faculty of Mechanical Engineering, Niš, Serbia

LANGUAGES

English advanced (C1)
Serbian native

References available upon request. [Visit my portfolio](#) for more details.