

Djura Simic

Senior Front-end Engineer · UI/UX Specialist · Web Designer

Almaška 9, Novi Sad 21000, Serbia

(+381) 69 118 63 87

djura.simic@gmail.com

midradus.com · linkedin.com/in/djura-simic

Front-end engineer and designer with **20+ years** of experience building scalable, high-performance web applications with Angular 2+, TypeScript, RxJS and modern HTML/CSS/JS. Equally at home in modular architectures and in pixel-perfect interface design - from enterprise trading platforms to marketing sites, turning complex requirements into intuitive, responsive products.

CORE SKILLS

Front-end	Angular 2+ · TypeScript · RxJS · JavaScript (ES6+) · HTML5 · Component architecture · API integration
CSS	SASS · Flexbox · CSS Grid · Container & Media Queries · Custom Properties · Cascade Layers · Animations & transitions
Platforms	WordPress theme development · Elementor · PHP · Bootstrap · Material Design
Design	UI/UX design · Design systems · Wireframing · Adobe Photoshop, Illustrator, XD · Accessibility & responsive design
Ways of working	Git · GitHub · Bitbucket · JIRA · Redmine · Agile / Scrum · Cross-browser testing · Knowledge-transfer & team coordination

EXPERIENCE

Senior Front-end Engineer · TIAC

July 2024 – Present · Novi Sad, Serbia

Clients: [FIS](#), [Microsoft](#), [Wedbush](#)

- Built the new Wedbush corporate website in WordPress, extending Elementor with custom themes and code for consistent, responsive pages.
- Worked on Control Plane for FIS and Microsoft - a multitenant layer for the LCM platform, improving scalability and client management.
- Contributed UI enhancements and performance improvements to FIS internal applications (AUM, OLA).
- Developed new features and UI updates in step with evolving user and business requirements.
- Resolved cross-browser and cross-device UI inconsistencies, working with cross-functional teams across key modules.

Senior Front-end Developer • M&I Systems, Co. Group

March 2013 – July 2024 • Novi Sad, Serbia

Clients: [Lightspeed](#), [Sterling Trading Tech](#), [Beyond Business Suite](#)

- Designed and developed the UI/UX and front-end for SEM (Sterling Entitlement Manager) and OAO (Online Account Opening), focusing on complex workflows, large data sets and usability.
- Built the Sterling Trading Tech corporate website end to end as sole front-end developer, on a custom backend rather than a CMS.
- Worked as Angular developer on Beyond, a proprietary information system supporting core business operations.
- Delivered standards-compliant, visually engaging front-ends in HTML, CSS and JavaScript for a wide range of clients and internal stakeholders.
- Ensured cross-browser compatibility and responsive behaviour, partnering with backend developers and project managers on tight deadlines.

Freelance Web Designer & Front-end Developer

2003 – March 2013 • Remote

- Designed and built websites and web applications for clients in Serbia, the USA, Switzerland, Norway and the UK.
- Worked directly with clients to define requirements, design custom UI/UX and implement responsive, cross-browser front-ends.
- Managed every phase of delivery, from concept through deployment and ongoing support.

SELECTED PROJECTS

Wedbush corporate website

Redesign and custom WordPress development, extending Elementor with tailored functionality for consistent, responsive pages.

FIS AUM

Built the Quality Control, Q.C. Statistics, Estimates and Shareholder Group Access modules.

SEM — Sterling Entitlement Manager

Complete UI/UX and front-end for an enterprise platform used by trading firms to manage user entitlements across NASDAQ and Wall Street venues - clean interfaces for dense workflows and large data sets.

Beyond Digital Platform

Angular front-end for a proprietary information system managing and streamlining business operations.

Control Plane — FIS / Microsoft

Multitenant support layer for the LCM platform, improving scalability and client management.

STT corporate website

Sole front-end developer: built the entire site from scratch on a custom (non-WordPress) backend - concept, wireframes, responsive UI, SEO and performance, through deployment and maintenance.

Lightspeed OAO — Online Account Opening

Led UI/UX and front-end for a customer-facing brokerage onboarding app: step-by-step journey across identity verification, compliance and account setup, fully mobile-friendly.

EDUCATION

BSc, Operational Management — Alfa University, Faculty of Management, Novi Sad

2011

Jovan Jovanović Zmaj High School, Novi Sad, Serbia

1991-1995

Homedale High School, Idaho, USA (exchange year)

1992-1993

LANGUAGES & INTERESTS

Languages	Serbian - native · English - full professional proficiency
Citizenship	Serbian
Interests	Front-end development · UI/UX design · Responsive web design · Artificial intelligence · Seamless digital experiences

REFERENCES

Jim Nevotti Chief Executive Officer, Connect Trade jim.nevotti@connecttrade.com	Melinda Joseph Chief of Staff, InVitro Capital linkedin.com/in/melindajoseph	Igor Davidov Senior Web Architect, Sterling Trading Tech igor.davidov@sterlingtradingtech.com
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