

# Gal Grošelj

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## SKILLS

**Design:** Figma, UI Design, UX Design, Design Systems, Prototyping, Mobile App Design, Web Design, Landing Pages

**Web:** Webflow, HTML, CSS, Responsive Design

**AI-assisted Development:** TypeScript, React, Next.js, Tailwind CSS, Supabase, PostgreSQL, Stripe, Vercel, SwiftUI

**AI:** Claude Code, Codex, AI Agents, Vercel AI SDK, LLM Integration, Langfuse

## EXPERIENCE

**Founder, Nomi** – Ljubljana, Slovenia

July 2026 – Present

- Designed and built Nomi, a web product that pairs brand context with an AI agent to produce Meta ad creatives for ecommerce founders, live at app.nomigrowth.com
- Designed the full product UI and design system, covering brand onboarding, agent conversation, creative library, billing and team seats
- Developed the product end to end through AI-assisted development in Claude Code and Codex, on Next.js, React, TypeScript and Supabase with Stripe billing and Vercel AI SDK agent calls
- Isolated brand data per customer with PostgreSQL row-level security across 100+ database migrations
- Shipped 3,500+ commits in 10 weeks with an AI-assisted workflow, using custom skills, test-driven development and 660+ test files to keep quality high

*Technologies:* Figma, Claude Code, Codex, Next.js, React, TypeScript, Tailwind CSS, Supabase, PostgreSQL, Stripe, Vercel AI SDK, Langfuse, Sentry, Vitest

**Designer and Developer (Part-time), Conversion Design** – Ljubljana, Slovenia

June 2026 – Sept 2026

**Design Lead, Conversion Design** – Ljubljana, Slovenia

Sept 2024 – June 2026

**User Interface Designer, Conversion Design** – Ljubljana, Slovenia

May 2024 – Sept 2024

- Led 15+ client projects end to end as the sole designer at a Shopify Plus and ad creative agency, from client communication and scoping through design to Webflow build or developer handoff
- Redesigned the in-game player support system for Outfit7 Talking Tom games, replacing a single free-text contact form with a ticket inbox, categorized request forms, attachments and status tracking
- Designed the ecommerce storefront for Vitapur, a Slovenian home goods retailer, covering home, category and product pages for desktop and mobile
- Designed the landing page for Zebra AI, the AI analytics product of Zebra BI, whose reporting software is used by 3,000+ organizations on Power BI and Office
- Redesigned the marketing website for Astra AI, an AI tutor for math, physics and chemistry later named the best Slovenian startup of 2025
- Delivered websites and app designs for clients in mobile gaming, edtech, B2B SaaS, beauty, baby retail and nonprofit, including BabyCenter, Pinkpanda and OneLife Rally

*Technologies:* Figma, Webflow

**Founder, Kodejoy (Webflow agency)** – Slovenia

Nov 2023 – Apr 2024

- Founded and ran a Webflow agency, designing and building websites for clients

**Freelance Webflow Designer and Developer** – Slovenia

Dec 2022 – Oct 2023

- Started with Webflow in late 2022 and built websites for clients as a freelancer

## PROJECTS

**Elaborat.si** – AI-assisted: Next.js, TypeScript, Supabase, LangChain.js, Claude

June 2026

- Designed and prototyped an AI agent that drafts real estate feasibility reports for Slovenian land parcels

**Digital Menu and Order** – AI-assisted: Next.js, TypeScript, Supabase

June 2026

- Designed and prototyped QR table ordering for bars and cafés, with a branded guest app and a staff panel

**Snooze** – AI-assisted: SwiftUI

July 2026

- Designed and prototyped a native iOS app that adds a price-scaled cooldown before impulse purchases

## EDUCATION

**Media Technician, Srednja medijska in grafična šola Ljubljana**

June 2022