Portfolio.

2026

Karlo Pocrnić

Karlo Pocrnić Portfolio Book 2026.

Hello.

I’m Karlo Pocrnić.

Graphic Designer / UI Design specialist

I’m a Croatia-born designer based in Zagreb, with over 15 years of experience delivering strategic, design-led solutions. My work combines strong visual execution with clear, purposeful thinking.

I continuously explore new creative methods and technologies to achieve refined, effective results. Alongside client projects, I pursue select personal work that pushes boundaries and sharpens my perspective.

I believe impactful design is rooted in solid strategy and bold thinking to solve complex communication challenges with clarity and precision.

Education

BSC in Information science 2013
Faculty of Organization and Informatics, Varaždin

Microsoft Certified Professional 2012 - 2012
Microsoft Inovation Centre, Varaždin

Air Traffic Control Trainee 2015 - 2016
Croatia Control, Zagreb

Work Experience

Owner - Deka, obrt za dizajn 2019 - present
Corporate design, Branding, UI/UX design, Graphic design, Web design

Design Lead - CloudSense 2021 - 2024
Graphic design, Web design, User interface design, User experience design, Team management

Graphic Designer - Papar 2016 - 2017
Graphic design, User interface design, User experience design, Web design, Wordpress maintenance, Website content writing

Graphic Designer - Kico soft 2016 - 2016
Graphic design, Graphic print preparation, Operation of printing and cutting machines, Client support

UI Designer - Modernizacija 2012 - 2015
User interface design, User experience design, Graphic design, Web design, Social media marketing, Search engine optimization, Wordpress maintenance

Awards

Socially most usefull application
App Start Contest

Best Business Plan
Business Plan Contest

Start-up of the year
Voogle Conference

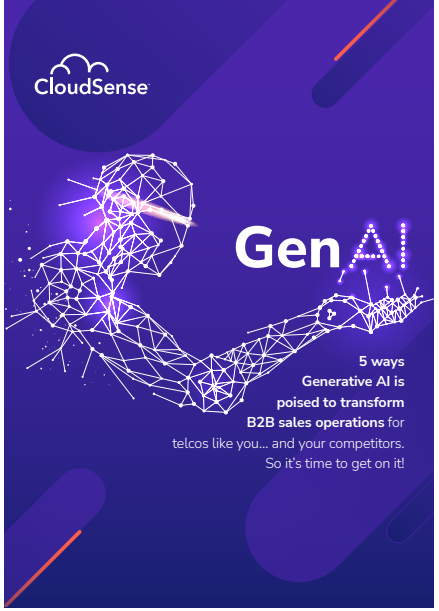
Most creative team Croatia
BestYet Competition

Special recognition of the Dean
For the contribution to facutly recognition.

01

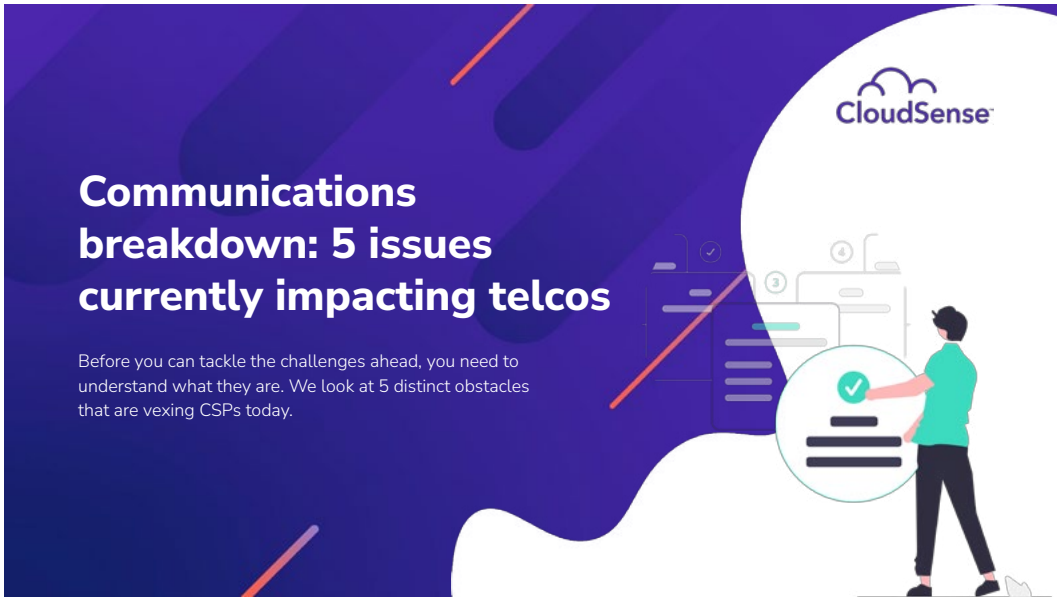
Corporate.

CloudSense
B2B sales solutions











Zema Global
Science Workshops for Kids





Zema Global

Decisioning Advantage

Delivered by Zema Global Decisioning Infrastructure
For energy, commodities and financial industries

Decision-Ready Data | **Curve Analytics** | **Total Portfolio Advantage**

Zema Global

Spaces for Curve Manager

Support smarter Curve access.
Simple, tailored and automated.

Zema's Curve Manager powers how data flows from market sources into your downstream systems. With the addition of Spaces for Curves, organizations now have even greater flexibility, stronger security, and simplified administration when managing Curve access.

A Space is a secure, shared workspace where teams can manage and access Zema Global objects with the right permissions automatically applied. Here's what Spaces delivers:

Centralized Ownership



Curves belong to a Space, not an individual.
Ensures business continuity, prevents data silos, and keeps ownership clear and consistent.

Automatic Permissions



Curves created or moved into a Space automatically inherit the right access controls.
Sensitive data is always governed by organizational rules, strengthening security and accuracy.

Zema Global

Zema Marketplace: Publisher and Scheduler

Simplifying Customizable Access to Data Feeds

Publisher

Zema Global's Marketplace Publisher is a web-based interface that delivers the most up-to-date consolidated market data feeds and proprietary data into a user-friendly platform.

Publisher is the preferred tool for feeding any ETRM or CTRM system.

Providing users with direct access to Zema Global's comprehensive data library, Publisher simplifies implementations and eliminates the need to download and process large data files—all while saving the user time integrating data into their own tools and applications.

Web-based User Interface
Feed any system and generate files with Publisher's web-based UI. Publisher was developed so any user can easily create and pull lists or schedule data to be called at custom intervals automatically using the Scheduler application.

Streamlined System Integration Interface
Grab the data you need quickly from Publisher via API, programmatically integrating with your system. Our Scheduler tool, part of the Publisher product suite, further automates this process with a set, custom schedule of data downloads.

List Transfers
Share lists securely among users and admins at your organization with the flexibility Publisher provides.

Data Availability
Access 3500+ data feeds from our stock of hundreds of vendors and develop lists from that data in Publisher.

Users can also incorporate their own proprietary feeds to centralize their data and streamline their processes.

API Connectivity
Create, edit, and run lists in Publisher by using API calls. In addition to the Publisher UI, REST API calls let users view list configurations, create and edit lists, and pull the data associated with their Publisher lists.

Logging
Gain more transparency regarding list edits, what lists were run and from what machines, and what API calls were made.

API Connectivity
Organize the data sets that matter with Publisher's ability to funnel vendor-specific and proprietary data into lists that be manipulated for your needs. Publisher can accommodate numerous formats and custom mapping columns that categorize output, align company specific identifiers with Zema Global Symbols, and utilize dynamic mapping logic for more complex functionality.

Publisher's easy-to-use interface provides a way for users to select preferred data sets and create custom mapping columns (Figure 1) that produce desired output files to include client-specific identifiers, symbols, or terminology within data lists (Figure 2).



Zema Global

Gain your Decisioning Advantage

Delivered by the Zema Global Decisioning Infrastructure

Decision-ready data | **Curve analytics** | **Total portfolio analytics**

In a world of volatility, interdependence, and relentless change, executives who secure a Decisioning Advantage will be the new leaders of the energy economy — deciding faster, acting smarter, and outperforming competitors.



Why gaining a Decisioning Advantage is critical now

Companies engaged in the energy and commodities industries face a common strategic challenge — complexity is multiplying across every aspect of business.

- Data volumes are exploding: The overwhelming influx of information from markets, operations and digital platforms is making it harder to filter insights, act quickly, and maintain transparency.
- New asset classes are in demand: The rise of carbon credits, renewables, and digital assets is forcing companies to adapt systems, valuation methods, and trading strategies at speed.
- Consumption models are changing: Shifts in customer behavior, energy transition goals, and digital adoption are disrupting demand forecasts and business models.
- Deals and contract structures contain more variables: Increasingly complex contracts and transaction frameworks demand more sophisticated negotiation, monitoring, and legal oversight.
- Compliance demands are rising: Expanding regulatory requirements across jurisdictions are creating heavy reporting burdens and raising the cost of compliance.
- Geopolitical disruptions continue: Political instability, trade disputes, and sanctions can suddenly reshape supply chains, pricing, and access to key markets.
- Risk factors are increasing: Climate change, cyber threats, and market volatility have introduced layers of uncertainty that complicate planning, pricing, and risk management.

This is the complexity crisis. It demands a continuous calibration of the business to outperform in the face of uncertainty, risk, and structural, compounding change.

Address the complexity crisis and unlock multi-asset analysis

Zema Global gives executives a Decisioning Advantage in the challenging, increasingly fast-paced energy economy.

A decision-ready data foundation

With Zema Global, decisions are always based on a consistent and trusted source. The same validated, high-quality market data is available to every model, desk and business unit.

Unlock total portfolio analysis

Zema Global unlocks total portfolio analysis, so you can see your entire portfolio in one strategic view. It captures institutional knowledge, enforces best practices, and delivers reliable, comparable results over time.

Lay the foundation for AI

Start with decision-ready data that is verifiable, traceable, auditable, and replicable. Build trust by applying AI to improve data management and analytics. And integrate decision-ready AI throughout your data and analytics platforms.

Unleash decision speed at scale

Guide fast, consistent and scalable decision-making throughout your organization. As your business grows, apply the same proven frameworks and workflows for fast, coherent and strategically aligned decisioning.



Data confidence with Zema Global

- Curve analytics, automation and precision
- Data distribution and lifecycle management
- Quality control and data governance
- Dynamic pricing from a single source of truth
- Asset valuation and optimization
- Total portfolio and risk management
- Market simulation and scenario planning

Museum of illusions Sevilla

Museum



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02

Branding.

Dramazona
Drama class school





Reserved Consultancy

Digital transformation management services

reserved consultancy

Meaning behind the Logo Icon

r + = r

r for reserved

blue thinking hat

"The blue hat is the master hat. Blue hat thinking is metacognition, or thinking about thinking. The master hat is the same color as the sky, to symbolize the bird's-eye view you're taking of the process when you're wearing this hat."



Blizu Znanosti
Science Workshops for Kids









Zagrebački kolektiv poluprofesionalnih kazalištaraca
Theatre





Zagrebački kolektiv poluprofesionalnih kazalištaraca is a group of amateur actors who have been members of the Theatre Tirena drama group for years. They push the boundaries of traditional drama and comedy performances in theatres. They needed a wordtype style logotype that would be out of the ordinary and yet classic enough to get recognised. I designed poster for their new satiric comedy performance and other digital designs for club promotion.



BlueStars
Football Academy







Blue Stars Aachen is a private soccer school that offer parents and children professional training. Their football school attaches great importance to tactics and game intelligence. Client wanted a complete redesign of school visuals. My job was to do research and design a brand identity as well as design for printing materials for promotional purpouses

Jurica Mlakar
Personal Branding

Client wanted to get more attention in the job market to find a new and better job in the international circle. Needless to say, I made him personal branding design and in a matter of months he got a new job in a large international company that is a leader in Salesforce-native Omnichannel Commerce.







Burgschänke
Restaurant

Set in the Palatinate Forest and a 5-minute walk from the ruined Hohenecken Castle, this modern country restaurant needed a fresh brand redesign that would appeal to a different target customer to attract new younger high end customers. Customer needed a full brand identity package from logotype to invoices, brand guidelines, business cards, posters, social media. It was important to take care of brand consistency throughout all the different platforms and media.







Ella Apartmani
Holiday house









Miu Coding
Programming Services







Knap Design
Fashion design agency



Knap Design
Fashion design agency





03

Promo.

Arena Casino
Casino











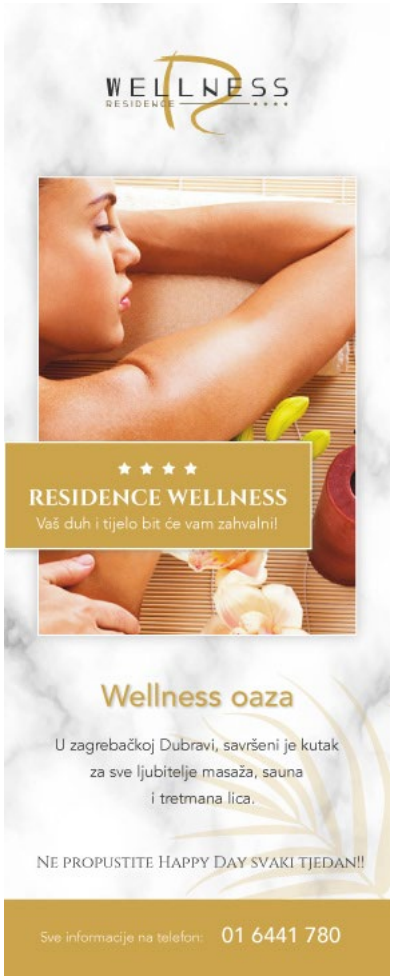



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Teatar Tirena
Kazalište









FOI
Fakultetski odjel CPSRK



South Park
Restoran brze hrane

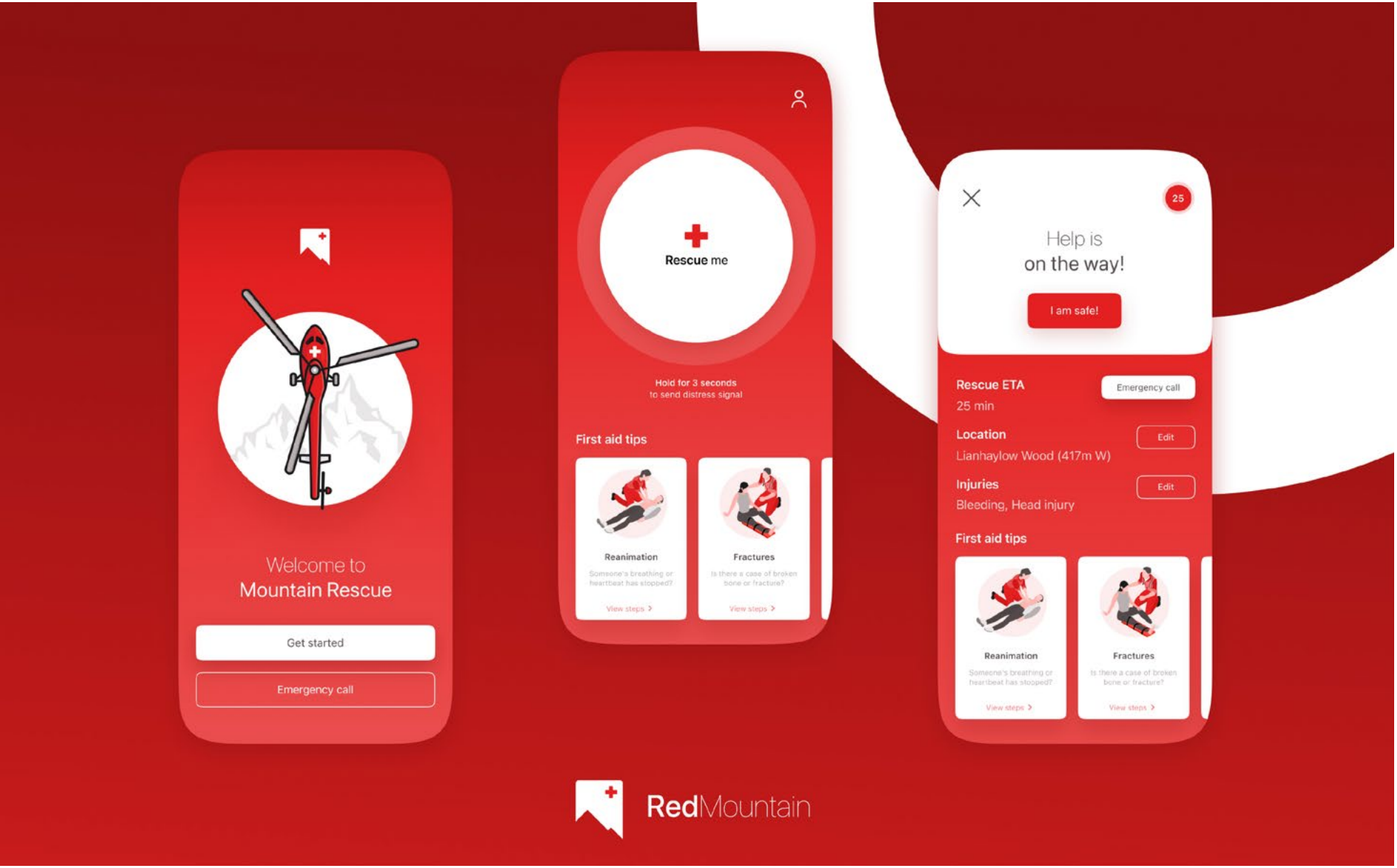


04

User Interface.

Red Mountain
SAR App

Search and rescue service that primarily allows for users to send a distress signal with the press of a button. With current methods of communication with rescue services, providing unified information and sharing of precise location are either non-existent, very limited, or extremely outdated. RedMountain aims to fix that by bridging the gap between mountain rescue services and troubled users themselves.



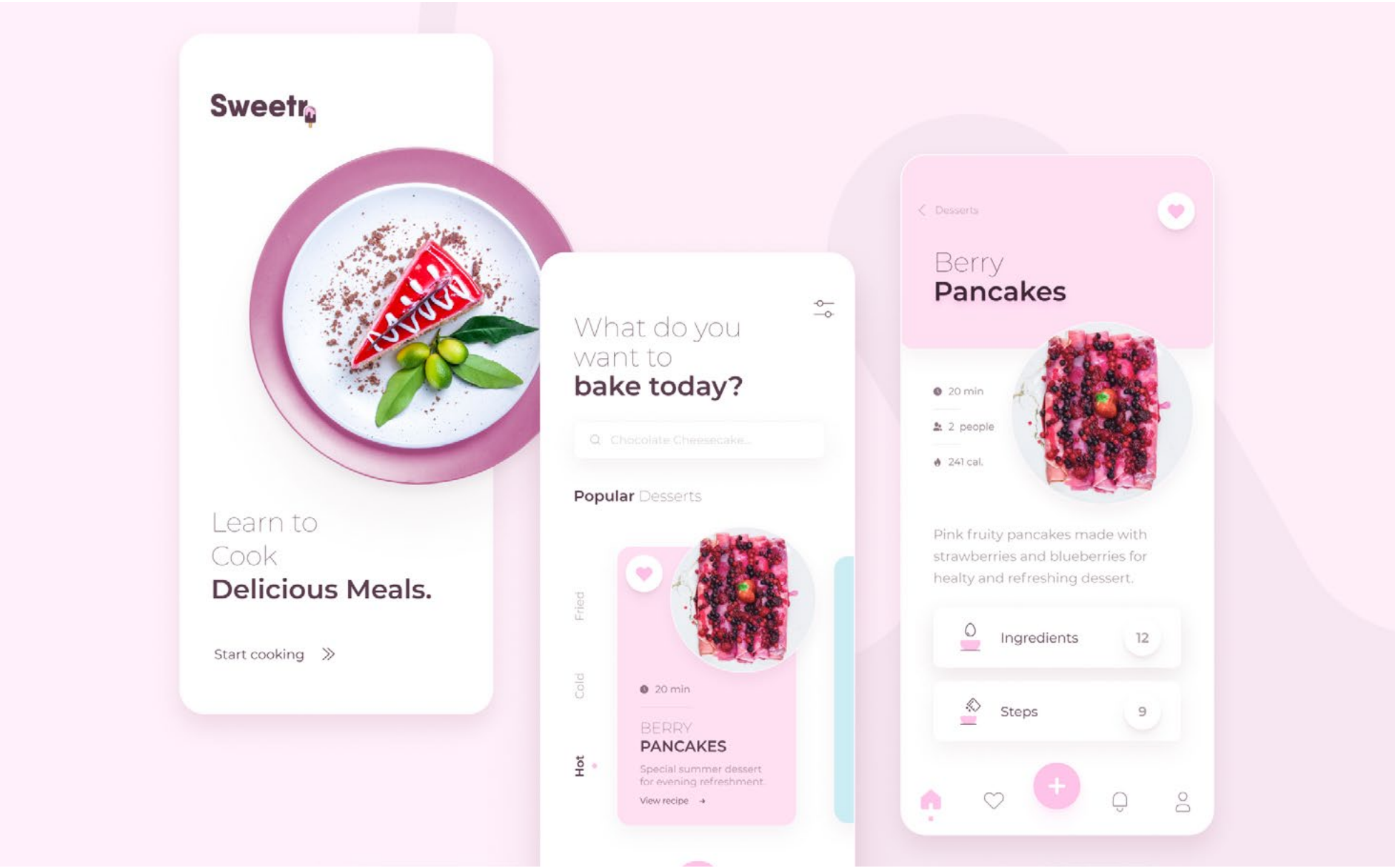
Messenger
Concept Chat App

Reimagination of modern iOS messenger application. Complete UX process was done by UX designer by Karlo Pocrnić. Concept for this iOS messenger app is made for UpLabs challenge – Messenger App Challenge. Whole concept was made with user centric experience in mind that allows the users to use minimal number of steps for any action which makes the experience enjoyable to use. The design is stripped to bare minimum with just a little subtle details and accents for attractive looks.



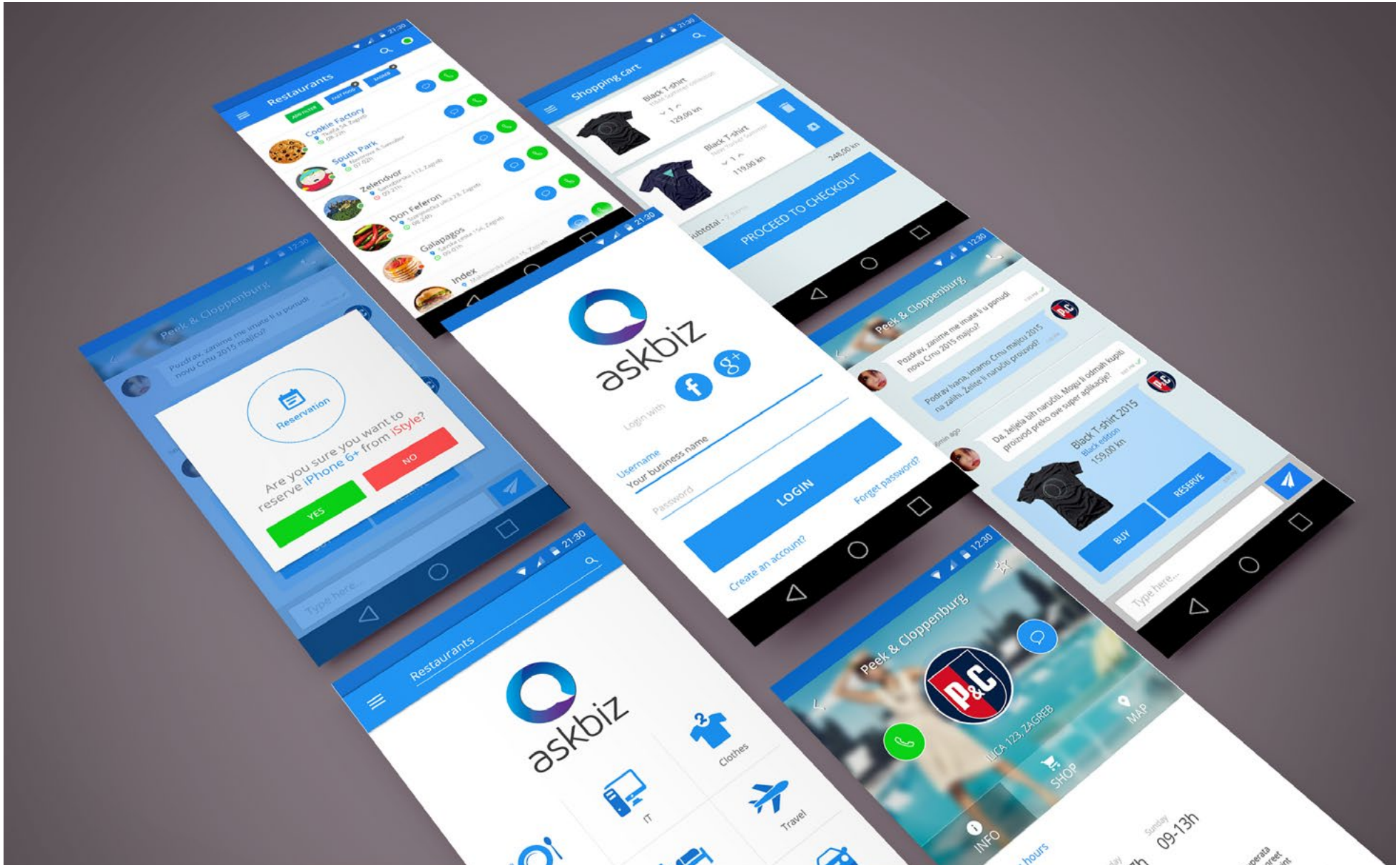
Sweetr
Recipes App

Recipes mobile app for all things sweet. Clean and modern UI designed from scratch for a project in development. My job was to develop the whole UX from scratch to end prototype. Now the developers are taking over.

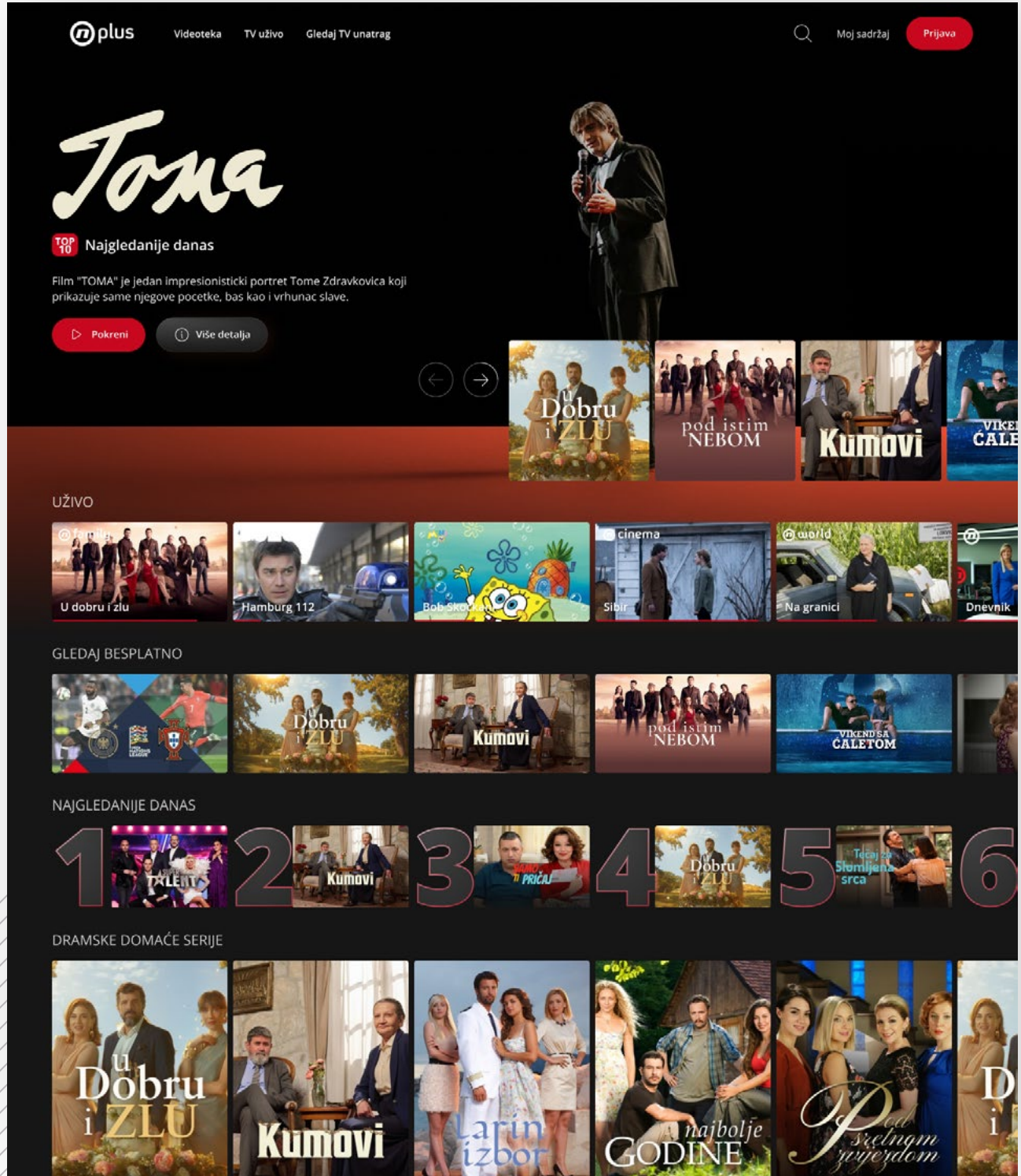


AskBiz
Global marketplace

This project was made before all the social media selling platforms with main intent to develop a stand alone professional network where all B2C relationships could be made, from buing products to customer complaints. In this project I was personally involved in whole process of business development but more importantly this was a project where I led the whole UX design process from idea to product.



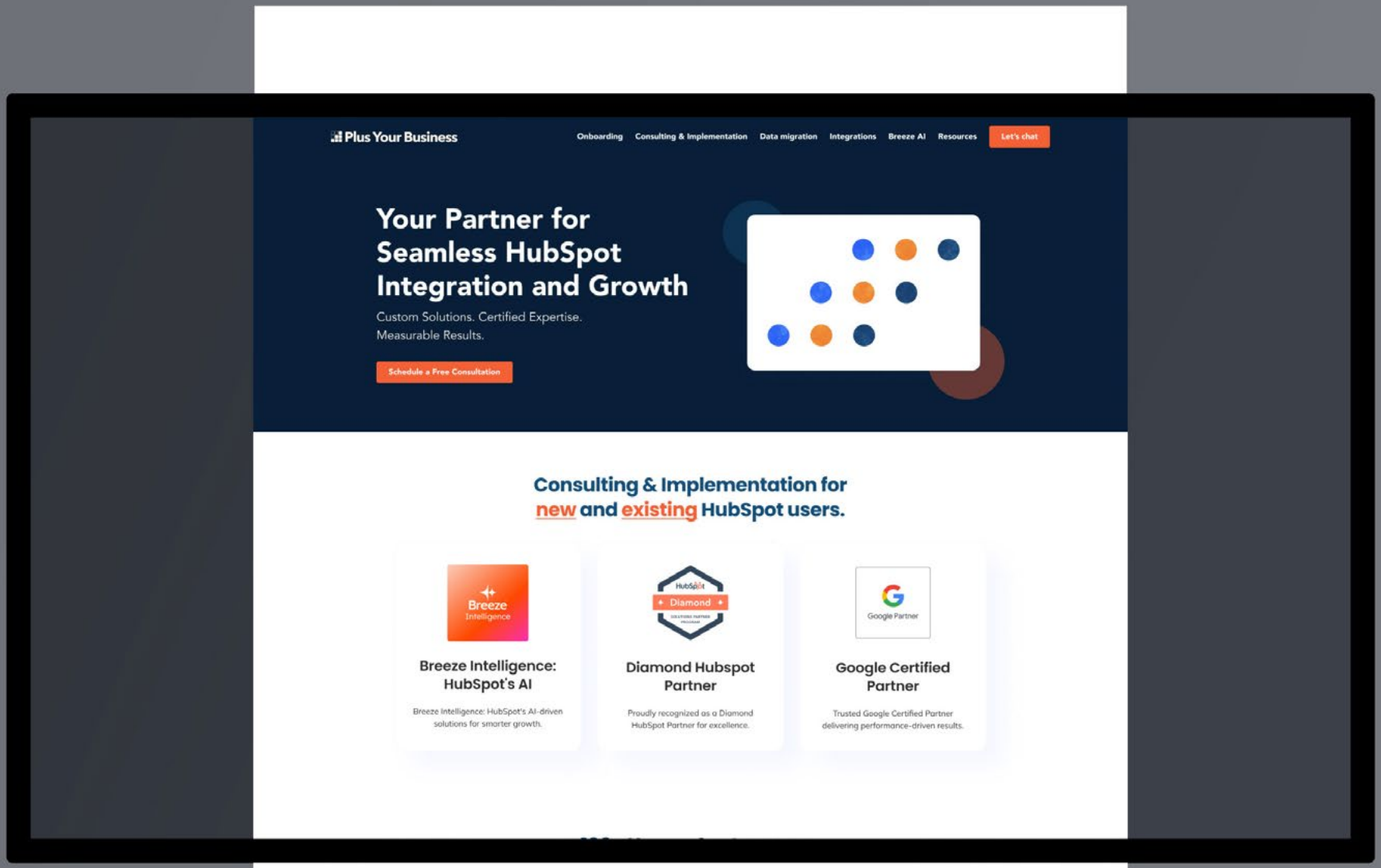
Nova Plus
Streaming platform



05

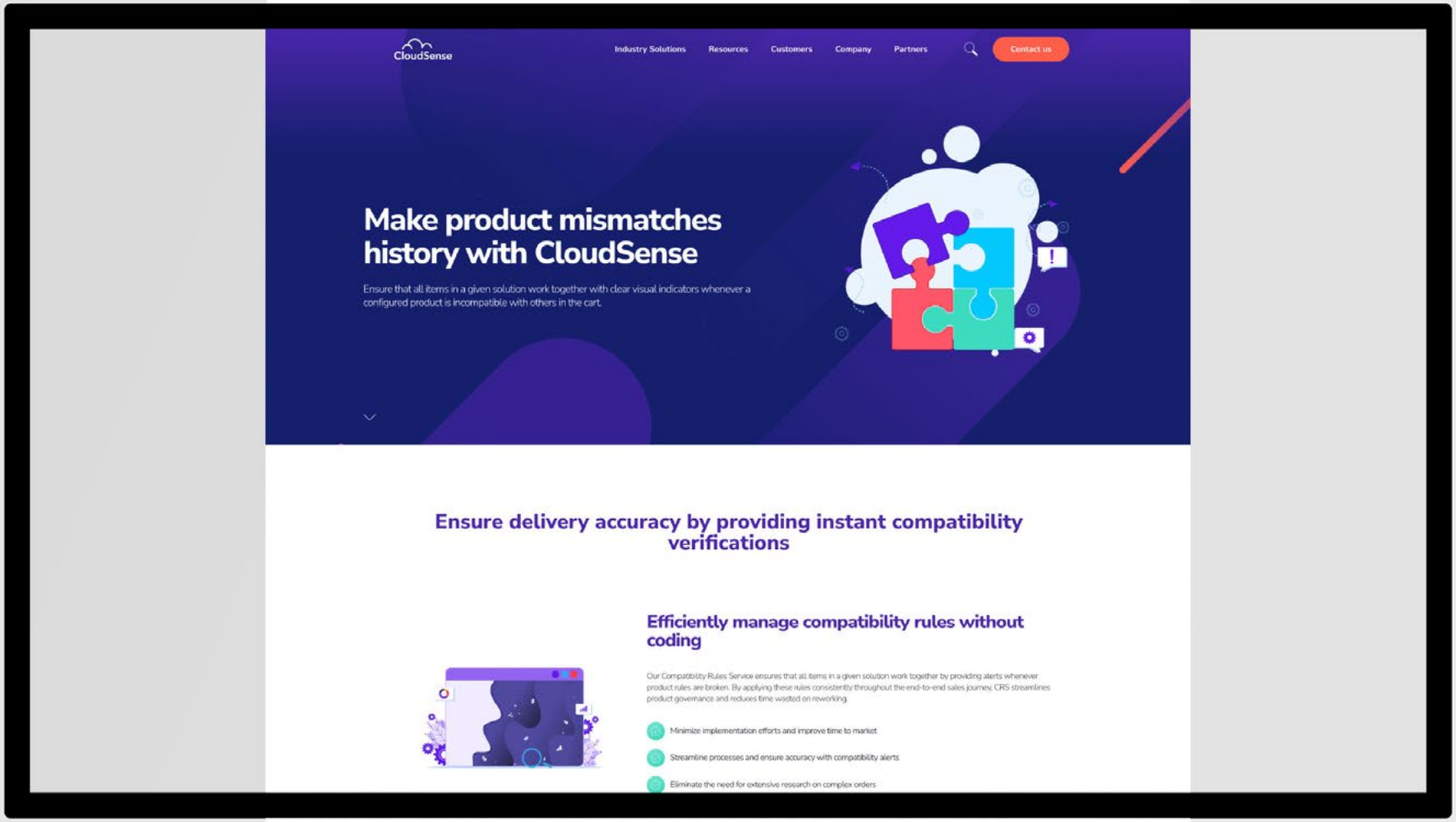
Web design.

Plus Your Business
WebDev Services

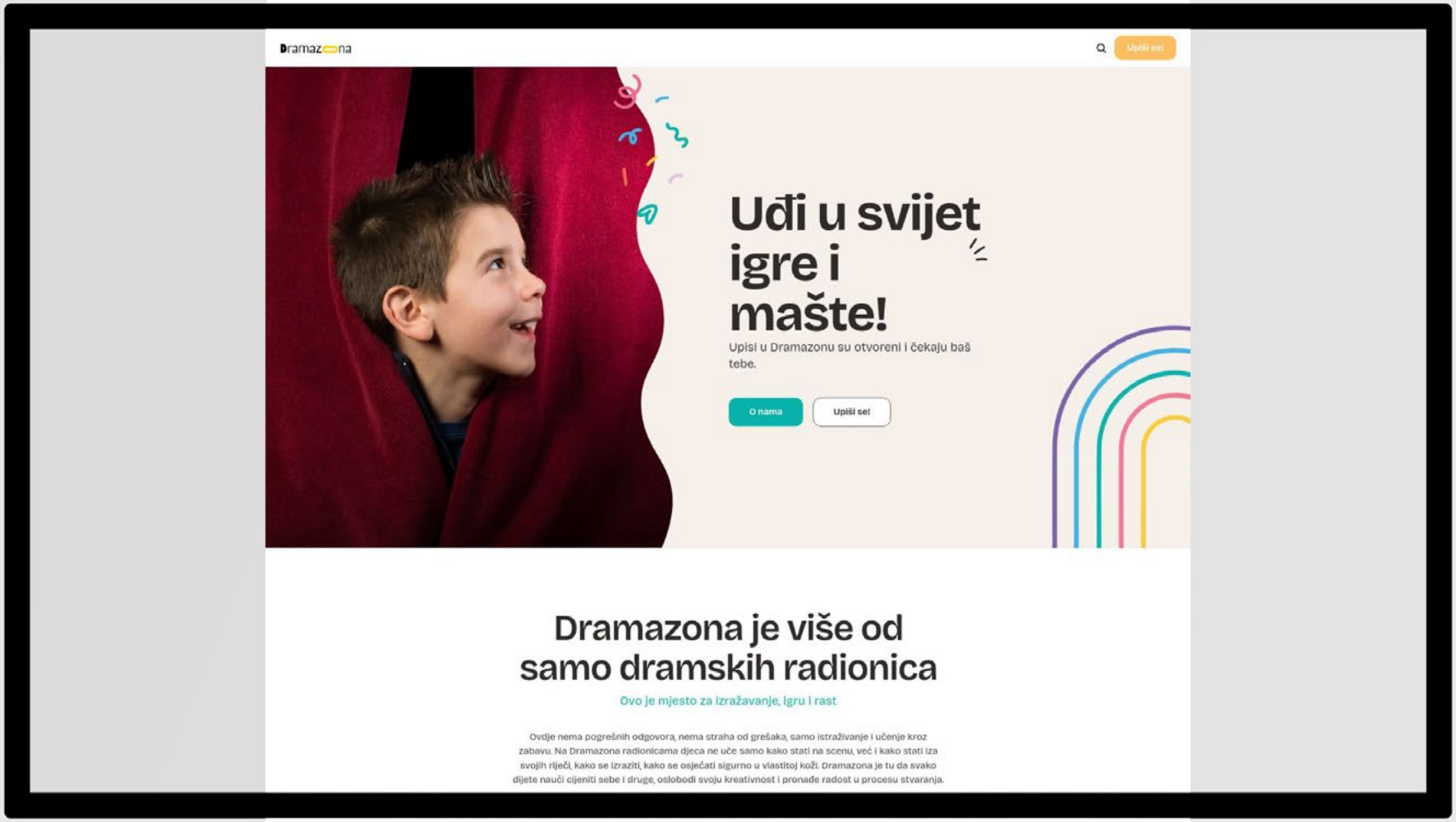



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Brendan O'Rourke, CIO
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CloudSense's story - how we built the world's most powerful Configure, Price, Quote engine
About Us
Industry-leading B2B sales solutions for communications, technology & media businesses
Sell complex B2B solutions at speed and scale
Max

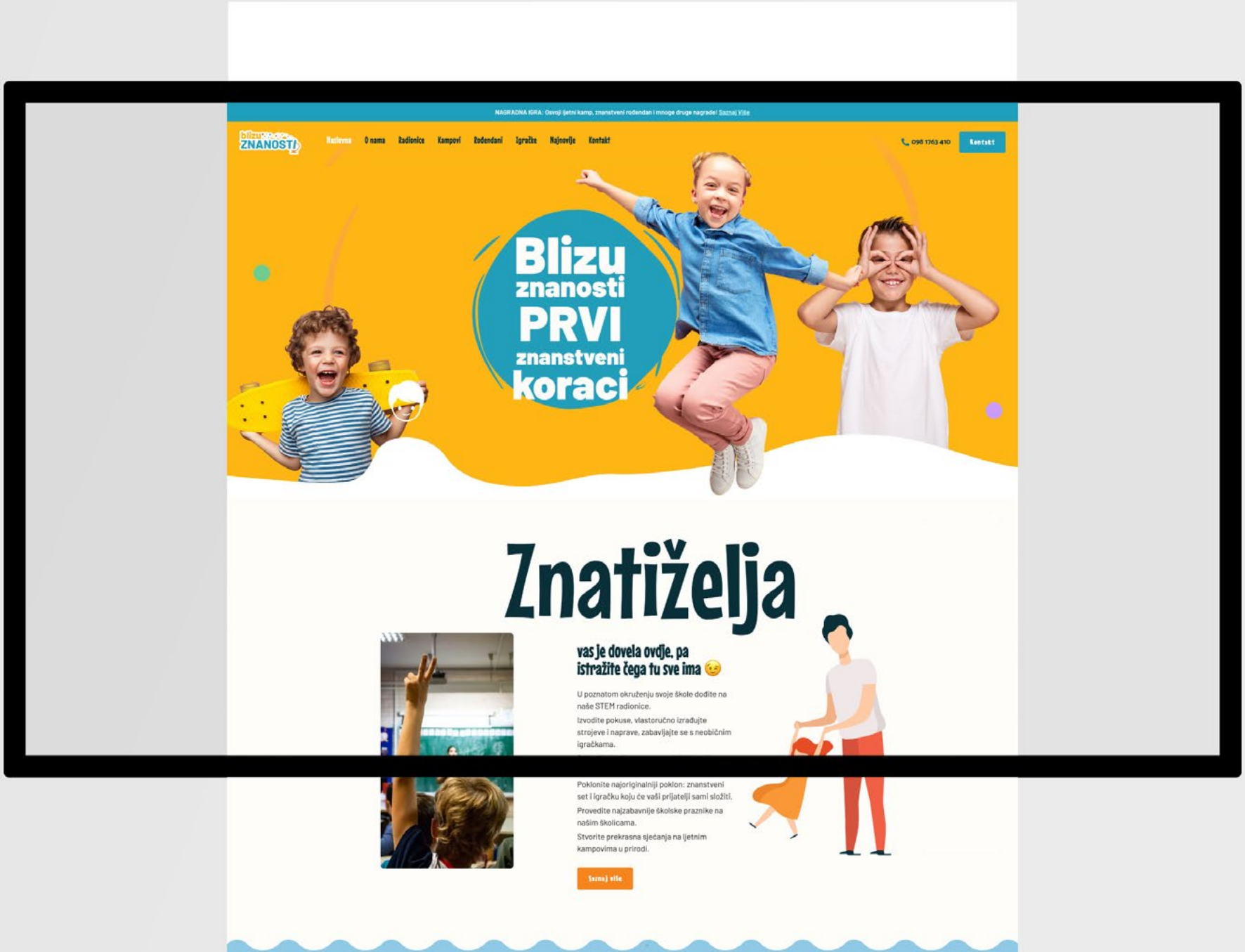
CloudSense
B2B sales solutions



Dramazona
Drama class school



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Let’s work **together**.

Get in Touch,

karlo@deka.hr / +385 91 589 9557

Preuzmi cjenik usluga