Zoran Krstić

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https://github.com/krsticzoran

Projects

E-Store – Personal Project   2025

Developed a modern and performant e-commerce website for a tea shop using a headless architecture with WordPress and Next.js.

- Built with **Next.js App Router**, **Server Actions**, and styled using **Tailwind CSS**
- Connected to **WordPress REST API** (custom endpoints) for products and authentication
- Implemented features: dynamic product pages, shopping cart, login/signup with JWT, static checkout layout
- Applied **Framer Motion** for smooth UI transitions and animations
- Added full responsiveness, SEO metadata, and dynamic sitemap generation
- Wrote unit tests using **Jest** and **React Testing Library**
- **Live site:** e-store.zkrstic.com   **Code:** GitHub Repository

Basketball Coach Website – Freelance Project   2024

Developed a professional website for renowned basketball coach Siniša Savović, the first trainer of NBA MVP Nikola Jokić.

- Built with **Next.js** for fast, SEO-optimized performance and server-side rendering
- Used **SASS** for responsive and customized styling
- Integrated contact form with **Resend API** for email inquiries
- Implemented key pages: Home, About, Gallery, and Contact
- Collaborated closely with the client to translate ideas into functional features
- **Live site:** probasketballcoach.com   **Code:** GitHub Repository

Rollo Website – Freelance Project   2024 – Present

Worked on improving and maintaining the website of a PVC joinery company based in Pula, Croatia, built with WordPress and Elementor.

- Added new pages, fixed legacy code issues, and optimized plugin usage (reduced by 7)
- Improved mobile performance score from 40 to 75 on Google PageSpeed Insights
- Connected and configured various contact forms for lead generation
- Performed extensive **on-page SEO** and technical optimization
- Executed **link building** strategy, raising keyword rank (e.g. "pvc stolarija Pula") from page 2 to top results on page 1
- **Live site:** rollo.hr

Real Estate Agency Website – Personal Project   2023–2024

Developed a dynamic real estate platform to demonstrate frontend expertise and gain hands-on fullstack experience.

- Built with **React** and **TypeScript** for a robust and maintainable frontend
- Employed **GraphQL** for efficient and flexible data fetching
- Styled with **Bootstrap** to ensure responsive and user-friendly design
- Integrated smooth animations using **Framer Motion**
- Created backend with **Express.js** and **MongoDB**, including admin dashboard for property management
- Implemented core features: property listing, filtering, search, login-protected dashboard (admin access)
- **Live site:** real.estate.zkrstic.com   **Code:** GitHub Repository

AI Buddy – Personal Project   2023

Built a voice-enabled ChatGPT interface to improve user interaction and gain practical experience with AI integration in frontend development.

- Developed with **React** and **Bootstrap**; utilized advanced React features: `useState`, `useEffect`, `useRef`, `useContext`, `useCallback`, `React.memo`
- Implemented global state management using **Redux Toolkit**
- Integrated **OpenAI API** and **react-speech-kit** for voice-to-text interaction and AI responses
- Used **Firebase Authentication** to enable secure login and user tracking
- Practiced testing with **Jest** and **React Testing Library** to ensure UI and logic reliability
- **Live site:** ai-buddy.netlify.app   **Code:** GitHub Repository

Work Experience

Freelance Frontend Developer   2024 – Present

Developing responsive and user-friendly web applications using React, Next.js, and WordPress. Collaborating with clients on frontend implementation and basic SEO improvements.

Education

University of Novi Sad
Engineering / Industrial Management

Gimnazija Svetozar Marković
Subotica

Languages

English

Technologies

Languages: JavaScript, TypeScript

Frameworks / Libraries: React, Redux Toolkit, Next.js

CMS / API: WordPress, GraphQL, REST API

Styling: SASS, Bootstrap, Tailwind

Testing: Jest, React Testing Library

Version Control: Git, GitHub

SEO: On-page SEO, Keyword Research, Technical SEO, Link Building

Tools: Trello, Miro