



**NEURALAB**  
MAKING.DIGITAL.EASY

Hello (offline) world! These pages will guide you through Neuralab team, structure, projects and products.

While we excel in all sorts of digital application productions, we welcome you to contact us and join the journey!

These are Neuralab's main standpoints:



**FOCUSED ON WEB &  
ECOMMERCE**



**OFFICES IN ZAGREB  
AND NEW YORK**



**WORDPRESS  
AFICIONADOS SINCE  
2008**



**COMPLETE WEB  
PROJECT DEVELOPMENT**

# NEURALAB TEAM



## NEURALAB TEAM

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### KREŠIMIR KONČIĆ

Director

Krešimir is CEO of Neuralab. Rectors Award winner in 2006. Diversity is his middle name, but he fully enjoys designing and building online products.

**Education:** Faculty of Mechanical engineering and naval architecture (Zagreb), EGPR Laussane, BAE Systems DeWo Manchester, Formation Workshop Helsinki & Milano, Algebra ASP.NET development certificate, Google Analytics certified

**Involvement:** Business & project management, IT Architecture, Product development



### BRUNO ZAGORŠČAK

Lead content production

Bruno Zagorščak is head of motion pictures department. With a background in journalism he also excels in written word. Guilty as charged for more than 400 Transmeet TV videos and a documentary about street art 'Heaven Spot' featured on 2011 ZagrebDox.

**Education:** Faculty of Journalism, Google Analytics certified, MQ manager certified, MMC & Supervision web-journalism

**Involvement:** Video / Animations / Live streaming production, Post-Production



### EMANUELE LIZZI

Lead designer

Our Italian connection. Emanuele is a lead designer in the team and he's responsible for overall look and feel of all products that come out of our lab. As with all Italians, he enjoys cooking and good design!

**Education:** 'Scuola Italiana Design' in Padova, Google Analytics certified, Co-founder of Motel Vodvill integrated studio. English, Italian and Croatian language

**Involvement:** Interactive design (Web / Mobile), Branding, Consulting, Wireframing and prototyping



### IVAN BRKIĆ

Lead developer

Ivan is our art director, interactive designer and sound producer. He can single-handedly produce all aspects of an online product, with excellence.

**Education:** Software engineer from FER, Zagreb, Google Analytics & Adobe certified, Wantad School Zagreb – Art direction program

**Involvement:** Interactive design, Wordpress development, Frontend architecture, Audio / Photo / Video production

SEE OUR COMPLETE TEAM HERE <https://www.neuralab.net/team-people/>

## NEURALAB TEAM

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### DOMAGOJ KRPAN

Developer

When not submerged under water for his freediving passion, Domagoj is a full stack developer. Also handy with a camera, he enjoys gaming and traveling.

**Education:** Algebra University College, Multimedia Computing

**Involvement:** Wordpress, front-end and back-end web development



### SVJETLANA FUČIĆ

Operations

Svjetlana manages projects, numbers and figures inside Neuralab team. She's an Account handler with a thing for calligraphy and piano playing. Like that is not enough, she's a pro at boardgaming!

**Education:** Master's degree in business IT, Google Analytics & AdWords certified, MQ manager certified, English, Italian and Croatian languages

**Involvement:** Account management, Content creation, Project management

### SLOBODAN ALAVANJA

Lead developer

Slobodan is a senior WordPress developer. He used to be a freelance developer and designer but he settled in the country of "Neurland" where he is happily writing code and squashing bugs.

**Education:** Master's degree in sociology and philosophy

**Involvement:** WordPress, front-end developer, backend developer



### IVAN PETAK

Developer

Ivan is a WP enthusiast, tackling both front end and back end programming. In his spare time, he feeds his spider, goes climbing, and combines books and gaming.

**Education:** Bachelor of Electrical Engineering, branch Informatics

**Involvement:** Wordpress, front-end and back-end web development

## NEURALAB TEAM

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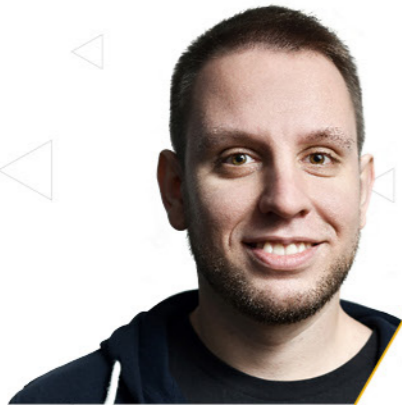
### VEDRAN HANŽEVAČKI

Interactive designer

Vedran is our interactive designer with projects ranging from web, branding, print etc. Designing and tech are his passions. He's a devoted learner and follower of new technologies (mostly in consumer electronics) and a few fields of science. Relaxing with a good movie or tv show is his way.

**Education:** Master's degree in Graphic Technology, Faculty of Graphic Arts, Zagreb

**Involvement:** Interactive web design, branding, wireframing and prototyping



### ANTONIO FRŽIĆ

Full stack developer

Antonio is a Mid-Level Developer. He likes the most to solve software problems, and less to communicate with clients. In his free time, he watches movies and enjoys playing video games.

**Education:** Bachelor of Electrical Engineering, branch Informatics

**Involvement:** WordPress, front-end developer, backend developer



### MARTINA BABIĆ

Interactive designer

Martina is our interactive designer. Mastering Photoshop and Illustrator left her with enough free time for binge-watching movies and series, but also to travel and learn new languages.

**Education:** Master's Degree in Graphic Technology, Faculty of Graphic Arts

**Involvement:** Interactive design (web and mobile)



### JAKOV S. PERKOVIĆ

Backend developer

Jakov is an aspiring librarian turned Wordpress developer. Currently still learning the Neuralab ways under the watchful eye of his mentor, in his spare time he enjoys cooking, booking shows at a local independent venue and petting random dogs and cats.

**Education:** Faculty of Humanities and Social Sciences, Algebra, Web app development course

**Involvement:** Wordpress, front-end and back-end development



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## NEURALAB TEAM

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### IVA KOSOVIĆ

Interactive designer

Dessert enthusiast, with expertise in lava cakes. Vigorous board gamer and a travel addict.

**Education:** Master's Degree in Graphic Technology, Faculty of Graphic Arts

**Involvement:** Interactive design, web and mobile



### TENA GAŠPARAC

Copywriter

Tena is a copywriter with a Rolling Stone and Playboy journalist past. When she's not behind a typewriter, you can find her in theatre and bookstores. She enjoys creating plays and directing music videos.

**Education:** Master's degree in Journalism, Mailchimp certified

**Involvement:** Copywriting, Content creation, Social media management

### DAMIR BABOJELIĆ

Full stack developer

Damir is a web developer, passionately into coding since he discovered ZX Spectrum Basic. Used to be a freelance developer and live sound producer, but joined the Neuralab crew because he felt a bit lonely.

**Education:** Aircraft technician (Instruments and Radio equipment) / Web Design (Algebra)

**Involvement:** Web Apps, WordPress, frontend developer, backend developer



### KARLO BUTORAC

Full stack developer

Karlo is an experienced WordPress developer specialized in developing custom themes and solving any WordPress related issues. When he is not coding, he likes to spend time with his family or go fishing.

**Education:** University Bachelor of Electrical Engineering

**Involvement:** WordPress, frontend developer

SEE OUR COMPLETE TEAM HERE <https://www.neuralab.net/team-people/>



WordPress VIP partner

UNICERT  
ISO 27001



ISO 27001 security certification



Bisnode Triple-A golden company





CLIENTS &  
AWARDS

PHILIPS

TED

*P&G*

PETROL

WILEY

RWE

## JOURNEY FROM CLIENT TO PARTNER

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We are lucky to work with purpose-driven clients who are looking forward to discover new things and make a difference. Each in their own creative cosmos.



**READ OUR CLIENTS REVIEW :** <https://clutch.co/profile/neuralab>

24Sata D.o.o.  
Abrakadabra Integrirane Komunikacije D.o.o.  
Akademija Dramske Umjetnosti Sveučilišta U Zagrebu  
Algebra D.o.o.  
Alma Mater Europaea – Evropski Center, Maribor  
Altus Informacijske Tehnologije  
Ambrela Komunikacije  
Archisquad  
Artim Produkcija D.o.o.  
Atlantic Trade D.o.o.  
Borovac & Bence D.o.o.  
Bunch D.o.o.  
Carpe Diem D.o.o.  
Dallas D.o.o.  
Davidia Int D.o.o.  
De Facto  
Djecji Vrtic Krijesnice  
Dobar Plan D.o.o.  
Duplicato Media D.o.o. (Cinestar Tv Kanali)

Ecooperativa D.o.o.  
Elemental Band  
Europak  
Evropski Parlament, Ured Za Informiranje U Republici Hrvatskoj  
Fru mentum D.o.o.  
Genesis Mobile D.o.o.  
Grey Worldwide Zagreb D.o.o.  
Halpet D.o.o.  
Havc Hrvatski Audiovizualni Centar  
Hbo Adria D.o.o.  
Hsm Informatika  
Id Kongres D.o.o.  
Intenda Net D.o.o.  
Interactive1 D.o.o.  
Iveta D.o.o.  
Jedan Šest D.o.o.  
John Wiley & Sons, Inc.  
King Ict D.o.o.  
Kofein D.o.o.  
Konzum D.d.

Kudos Studio D.o.o.  
Leonardo Media D.o.o.  
Ljekarne Pavlič  
Loewy Design Inc.  
Maris Interijeri D.o.o.  
Marketing Alfa I Omega D.o.o.  
Marketing Odjel D.o.o.  
Menart D.o.o.  
Minotehnika D.o.o.  
Motava Corporation  
Mpg D.o.o.  
Myfaceontv S.a.  
Nlo Studio  
Noster Axis D.o.o.  
Odvjetničko Društvo Leko I Partneri D.o.o.  
Ogopogo D.o.o.  
Opet Njih Dvije D.o.o.  
Ping Pong Dvosmjerne Komunikacije D.o.o.  
Playbox Grupa Doo  
Plesni Centar Puls  
Pliva Hrvatska D.o.o.

Poljak & Partneri D.o.o.  
Premisa D.o.o.  
Prince Aviation  
Priredba D.o.o.  
Proarh Tri D.o.o.  
Procter & Gamble International Operations Sa  
Profil International D.o.o.  
Pullulo Zona D.o.o.  
Raul D.o.o.  
Rwe Energija D.o.o.  
S Tempera D.o.o.  
Safe Buy In China Ltd.  
Sinestet.com  
Sirup Club  
Smm D.o.o.  
Studio 92 D.o.o.  
Stup.hr Udruga  
Sveučilište U Zagrebu Studentski Centar  
Synlab Hrvatska - Poliklinika  
Tedx Split  
Termo-Interijeri D.o.o. Za Projektiranje

Terra Neo D.o.o.  
Trnava D.o.o.  
Udruga Iks  
Udruga Kontraakcija  
Udruga Osa  
Udruga Praktikum - Centar Za Djecu I Mlade  
Udruga Umijece Življenja Hrvatska  
Udruga Ures  
Ulupuh Udruga  
Urgs  
Valamar Hoteli I Ljetovališta D.o.o.  
Vipnet D.o.o.  
Virtus Dizajn  
Wiener Osiguranje Vienna Insurance Group  
D.d. Za Osiguranje  
Youngnetwork Meritor Media D.o.o.  
Žica D.o.o.  
Ziher.hr (Udruga Ziher)  
Zoe D.o.o.

## AWARDS

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These are some of the “Oscars” we picked up along our online journey. They are all golden to us.



The best WooCommerce agency  
in the world



Best eCommerce (Health &  
Beauty) in Croatia for Wow  
Junkie store



Weekend Media Festival, Somo  
borac award



Awwwards honorable mention  
Mahuna & Mahuna

hrvatsko  
dizajnersko  
društvo

Terraneo online DVD ... HDD -  
Official Croatian design selection



Android MusicMap ...  
Vip Mobile Contest 2010 Top 10



ZagrebDox feature -  
“Heaven Spot” documentary



Antenat online DVD ...  
PageCrush / Moluv design award 2009

VIDI

Less.Than.a.Minute microsite ... VIDI  
Web Top 10 (2010 - Music & Fashion)

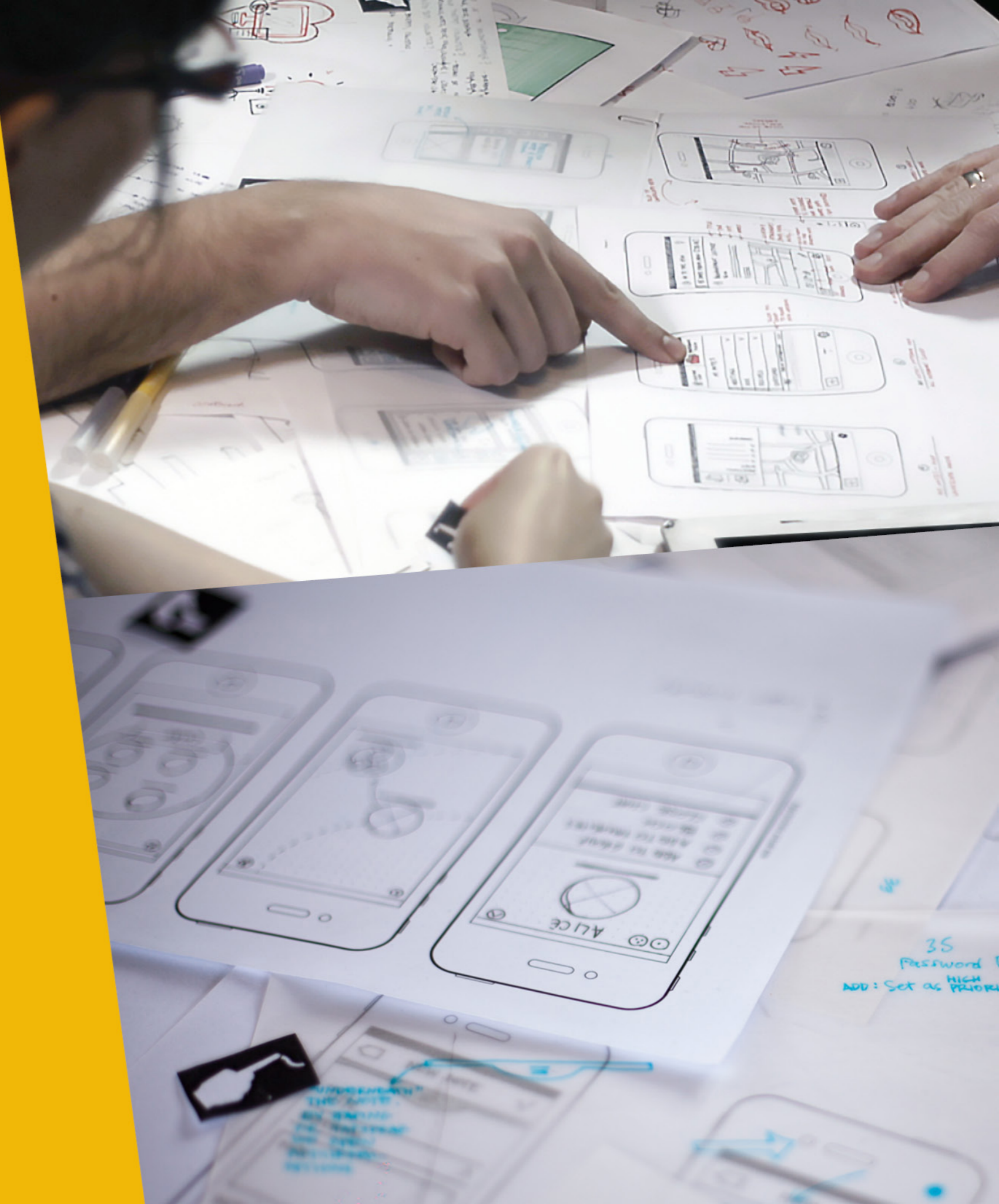
Transmeet.Tv ... VIDI Web Top 10  
(2009 - Music & Fashion)

VIDI Top100 2012 - first place -  
Studio Kairos

Moj  
Film  
FESTIVAL  
UMAG

My Film UMAG feature -  
“Art of peace” documentary

# PRODUCTS



From sketches to finished product, Neuralab produces in-house pixels and codes without outsourcing. Keeping in mind the latest trends in technology and clients business goals, our integrated team of designers and engineers make sure that every part of online applications is perfectly executed.



### DESIGN

- Interactive design
- Web design
- Mobile app design
- Casual Game design
- Brand development
- Illustrations & Graphics
- Animations



### DEVELOPMENT

- Web sites & portals
- Mobile Web Applications
- Progressive Web Applications
- eCommerce & Web shops
- Online business applications
- Social media & marketing apps
- Casual game development
- Third party integrations and consulting



### CONTENT

- On demand video
- Live video streaming
- Search engine marketing
- Online campaigns
- Social media integration
- Content marketing

## TECHNOLOGY & COMPETENCIES

Technology and Art runs both our system & DNA. We use the best tools to play around, maximizing its benefits and producing meaningful experiences.

Here's the shortlist of Neuralab's current production:



WooCommerce gold partner



Mailchimp API certified partner



Google Analytics certified

### CLIENT SIDE TECHNOLOGIES



HTML5 / CSS3 / JS



Adobe Creative Cloud certified



React JS

### SERVER SIDE (BACKEND) TECHNOLOGIES



PHP & MySQL, LAMP stack certified



Wordpress CMS



MailChimp API certified partner



WooCommerce

### CONTENT, DISTRIBUTION & HOSTING



YouTube partner for Live streaming



Google Analytics certified



Amazon Web services cloud hosting



WordPress VIP hosting stack



Google Cloud Platform

# NEURALAB CYCLE: 6 PHASES TO **LIVE** PRODUCT



## NEURALAB CYCLE: SEVERAL PHASES OF BUILDING YOUR PRODUCT

### Phase 1 **LAYOUT, CONCEPTS AND DIGITAL PRODUCT DETAILS**

After studying the general idea, our account and project manager meet with your team to go over the glory details (technical, legal, commercial and design related). We generally have 2 initial-phase meetings in which we conceptualized overall digital landscape and integration of the app.

### Phase 2 **DESIGN & COPYWRITING**

This is our creative step where designers and copywriters work together with your team to produce visuals, copy and product's general flow. It is a 2 to 6 week long process that requires regular feedback, based on your project complexity.

### Phase 3 **DEVELOPMENT**

After we complete the second phase, our developers make sure that the app is perfectly programmed and our servers are up & running for the best app experience. This process usually takes the same amount of time as the design one.

2





## NEURALAB CYCLE: SEVERAL PHASES OF BUILDING YOUR PRODUCT

### Phase 4 **TESTING / MONITORING**

This is where the real life management kicks in. From the moment the app goes live, we monitor its lifecycle through relevant tools in real time, such as: Google Analytics, Zendesk (for interaction feedback monitoring) and StatusCake (for servers monitoring). Moreover, our team is fully equipped with smartphones and tablets so we are able to resolve any issues 24/7.

### Phase 5 **LEARN**

When the project is finished, we gather all the data, comments, feedback and interactions. Based on it, we make conclusions and work on the new versions furthermore.

### Phase 6 **IMPROVE**

The final phase in this cycle is also the first phase in the next one. We always implement gained knowledge from previous projects into new ones.



# CASE STUDIES



## PAGODA CLASSICS

Branding + web design

Pagoda Classics is a Croatia based car restoration and renovation company. With more than 25 years of experience and over 150 renovated vehicles, they've become a synonym for passion, individualism and perfection.

Neuralab production triangle did a number on Pagoda Classics! We completed the whole branding and web design, backend and front end development and also custom video & photo content. We wanted to create the best possible online experience for their customers.

<https://www.behance.net/gallery/74948191/Pagoda-Classics-Automotive-web-experience>



Branding & Web design



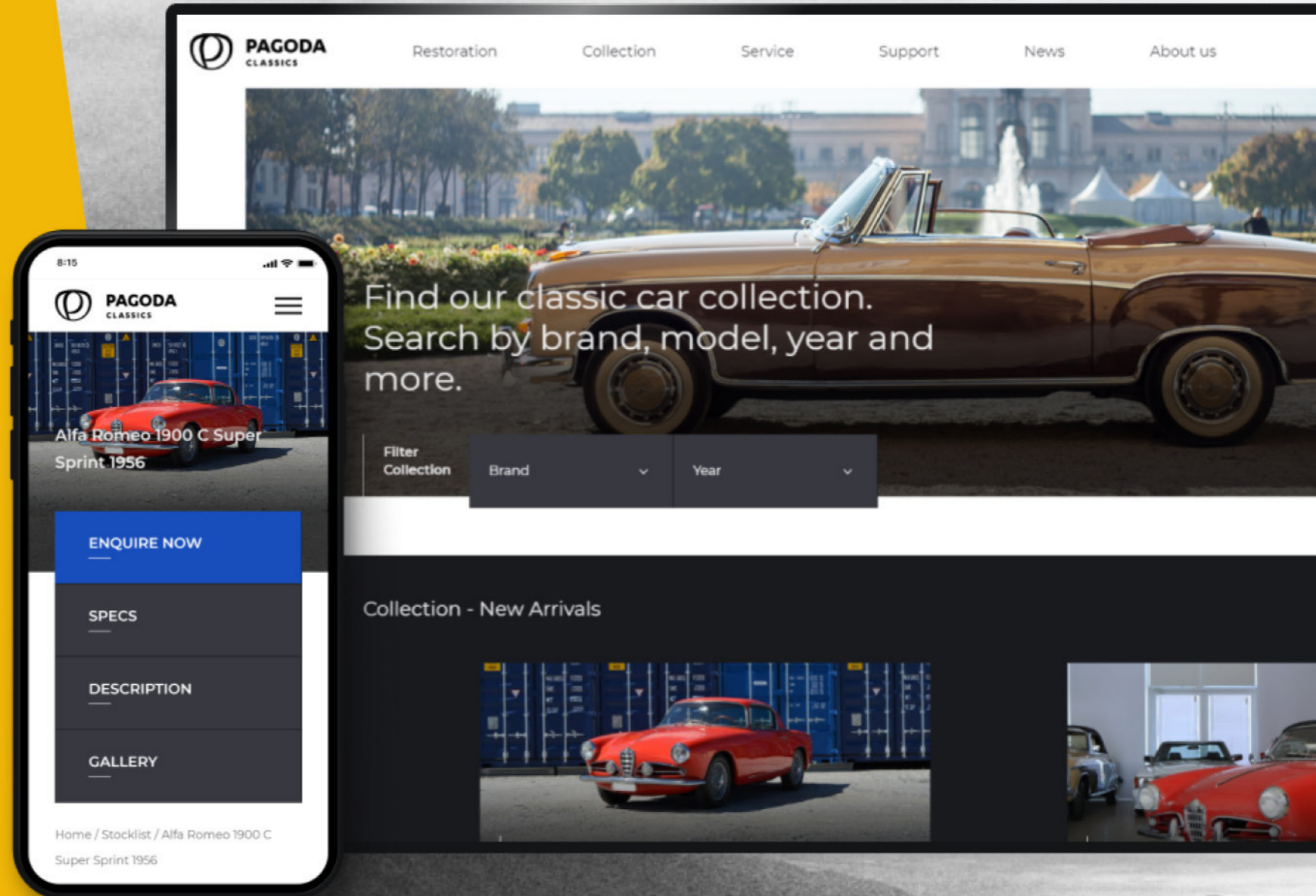
Photo & video production



Versatile and distinct user experience



# PAGODA CLASSICS



# OTRUSA

Branding + web design

With over 4000 products, OTRUSA e-Commerce solution offers a unique shopping experience with detailedly organized cart. This webshop allows you to browse products by size, price, category, brand, speed, rating or load range for the most accurate search results. Users have the option to choose the product searching parameters.

<https://www.behance.net/gallery/75183483/OTRUSA>



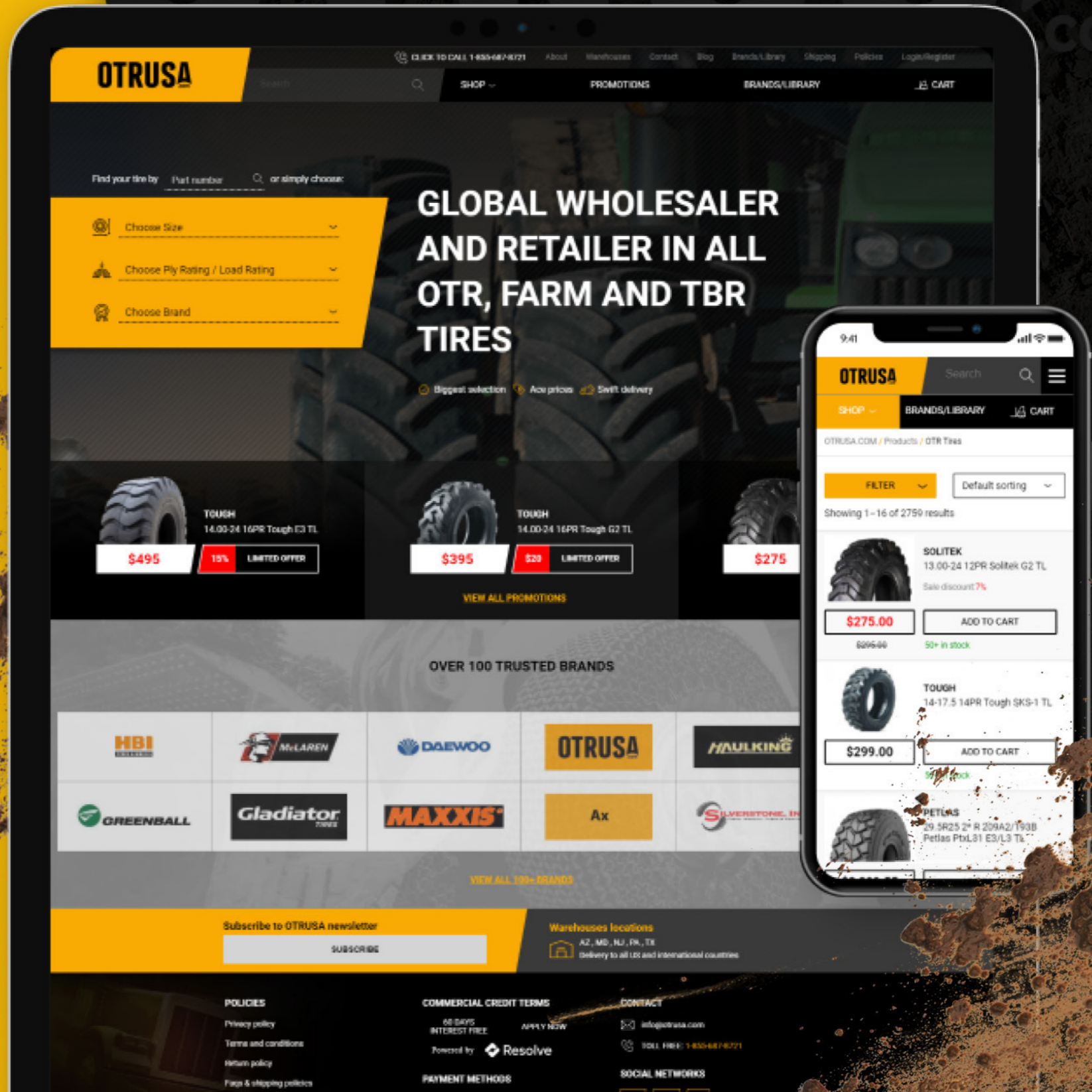
More than 30 filtering options for over 4000 products.



Global tire warehousing with user-customized shipping calculation.



Three distinctive product search User experiences.



## GAME OF THRONES HBO

Facebook application

Game Of Thrones application is a pure example of what **online world can offer to physical world**. Users were able to “take” the real iron throne and experience the ruling of 7 kingdoms. Furthermore, their friends could see the impressive photograph, share it, like it and support the user on the throne!

### How the application worked:

1. Taking the throne - user sits on a real throne and our crew takes the picture.
2. Going to digital realm - user embellishes and edits the picture inside the Facebook application.
3. King's reward - user with the most social likes becomes the champion and wins the reward.

<https://www.behance.net/gallery/22191723/Game-of-Thrones-Facebook-app>



266.000 users reached

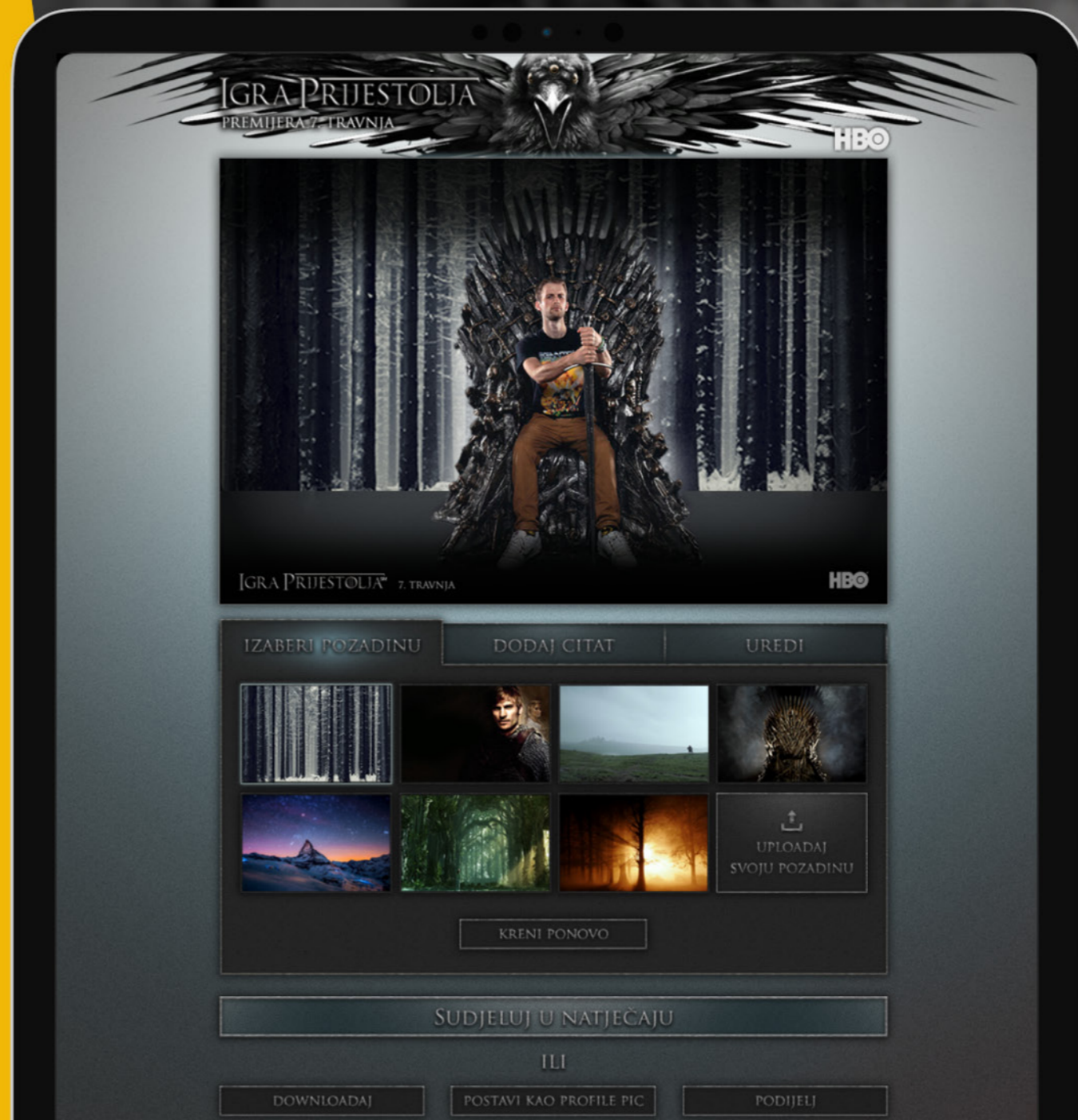


1.839 real life stand-in-line throne takers



Every user pulled average 200 users to the app via Social share

# GAME OF THRONES



## PETROL

Facebook game

Petrol requested a full digital media experience for their users. So we turned to **video games!** The goal of the app was to help the drivers reach their homes through the snowy blizzard. And of course, you need to be fast and precise to fill their tanks with gas.

Every time you hit a reservoir, depending on the vehicles speed and distance, you get points. If you manage to hit Q-max vehicles, you will get some bonus points!

But, beware of the scary snowmen, if you hit them, your score drops for a few points. :)

Game was a massive social hit with some players playing for **more than 500 times!**

<https://www.behance.net/gallery/30943719/PETROL-WINTER-FACEBOOK-GAME>



Average brand interaction of 9 minutes per play



Game was played hundreds of times for each average player



Game was developed with pure Facebook and HTML5 controls. Playable on every device



## DISCOVER CROATIA

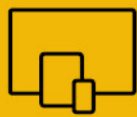
Theme & Branding design

Discover Croatia - All the seasons - All the responsiveness  
Discover Croatia is an incoming travel agency, based in digital realm. It aims to attract foreign tourists to all parts of Croatia and become the first choice in the travel service purchase. In addition to typical summer coast tourism, it is also oriented on providing services through all 4 seasons. It offers a wide range of the best possible services: basic accommodation (apartments, country houses, private rooms, hotels, camping), Adriatic cruises, tours in Croatia, active vacation (excursions, sailing, kayaking), airline tickets, rent a car and of course, a taste of Croatian cuisine. Seasons and vast number of services are reflected on the brand itself!

<https://www.behance.net/gallery/26397765/Discover-Croatia-Theme-Branding-design->



Discover

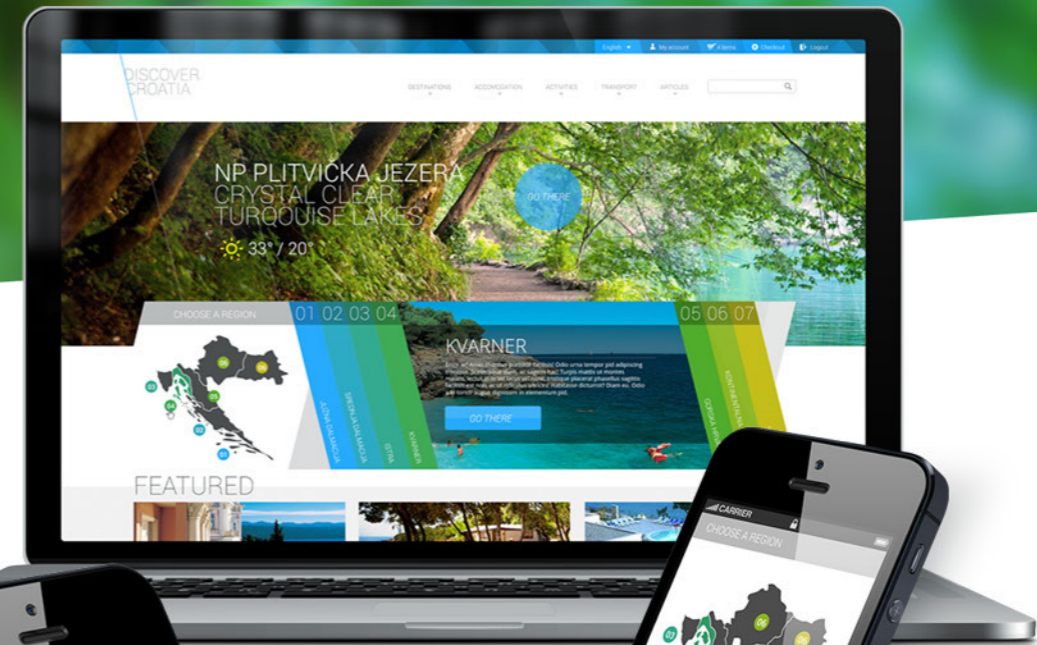


Responsive



Accommodate

# DISCOVER CROATIA



The user can easily filter through activities and regions depending on their field of interest which can be history, sports, art, local festivities, nature and gastronomy.



## LPC - LEARN PRACTICE COMMUNICATE

Web shop, LPC - learning system

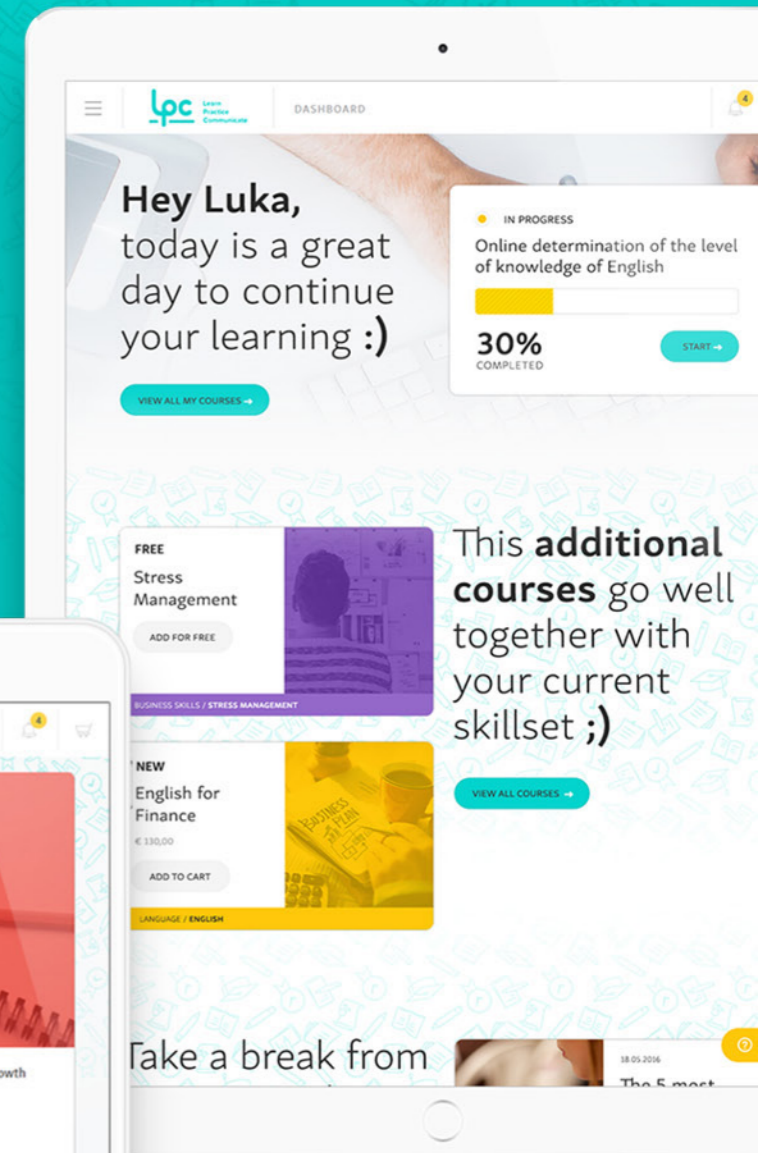
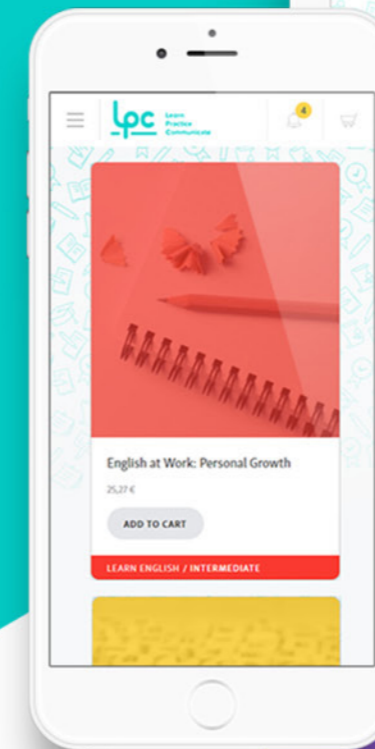
LPConline is the **1st e-learning webshop** in Croatia which offers an **innovative and rich learning experience**. It's universal, yet personal. Upon login, the user enters a custom-made universe of knowledge and is free to explore a wide range of **learning opportunities**.

<https://www.behance.net/gallery/55515315/LPC-1st-Croatian-online-learning-store>

# lpc

## Learn Practice Communicate

Help



This **additional courses** go well together with your current skillset ;)



Come aboard using your all favorite devices



24/7 access



Real time coaching



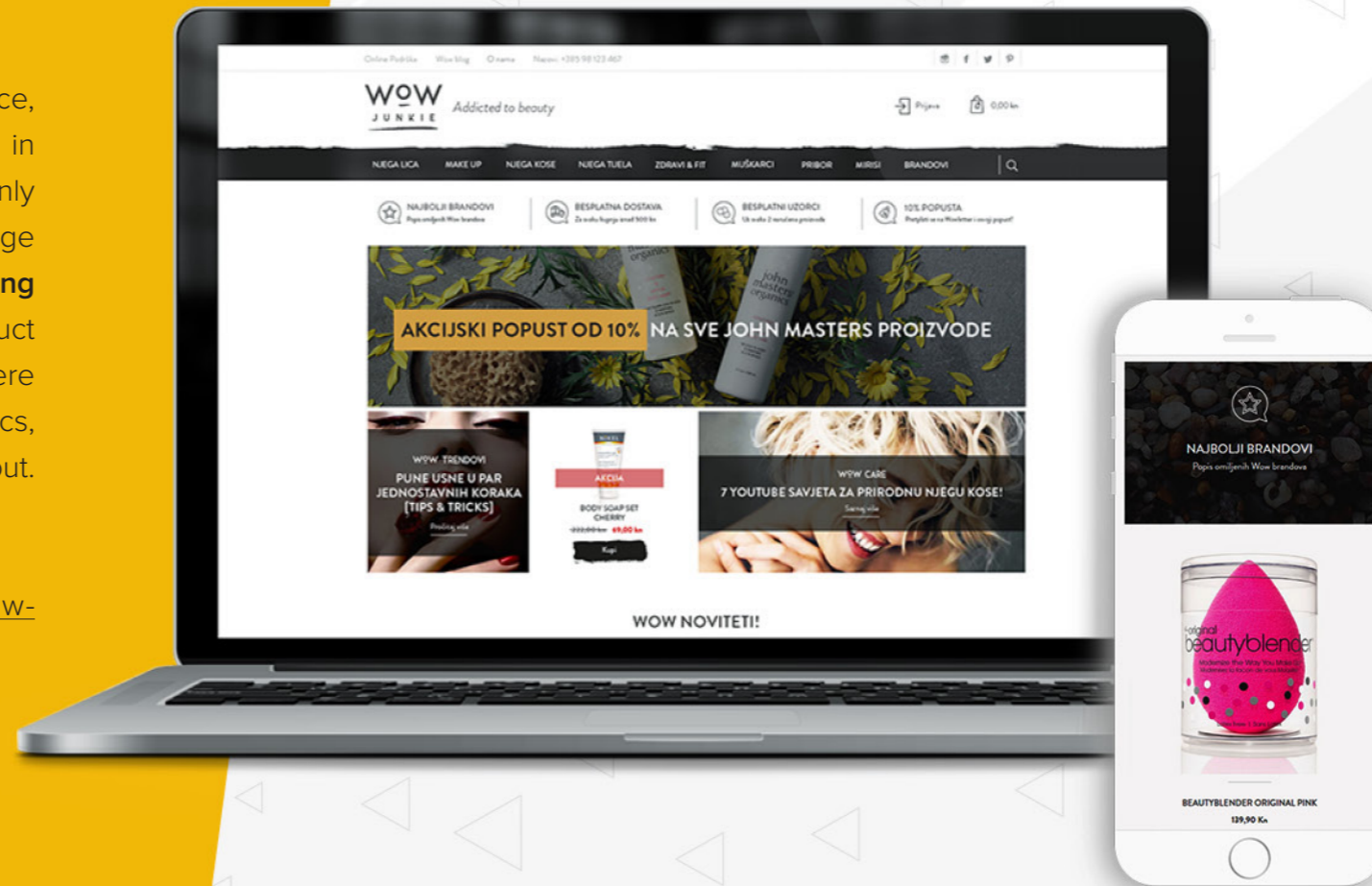


## WOW JUNIKE

Lifestyle e-store

Wow Junkie is a **unique** eCommerce experience, offering exclusive products and brands to its users in **the most adaptive** and useful way. This site is not only a shop. It's a gathering of enthusiasts that leverage latest beauty trends to give their users useful **buying advice and tips'n'tricks** on choosing the right product selection. Community is the real "Wow effect" here as you will get immersed into various content topics, comments and featured brands that you can talk about. Just let your make-up creativity flow from it.

<https://www.behance.net/gallery/37053077/Wow-Junkie-Lifestyle-e-store>



Unique content



Social Wow



Make-up on the go



## MAIN CONTACTS

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<http://www.neuralab.net>

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Main telephone: +1 646 583 0690

### Zagreb office

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### Career opportunities

Send your CV to: [lejob@neuralab.net](mailto:lejob@neuralab.net)

 <http://www.twitter.com/Neuralab>

 <http://www.facebook.com/Neuralab>

 <https://www.linkedin.com/company/neuralab>

 <https://www.behance.net/Neuralab>

 <https://clutch.co/profile/neuralab>

THANK YOU FOR INTERACTING

