

Tim Pavlič

Product Owner — Internal tools & CRM

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PROFESSIONAL SUMMARY

Product Owner for internal tools. Four years at World Discovery, a tour company (63 employees): web developer → head of a 3-person development team → product owner of the internal CRM (~60 agents). Shipped an Offer System that cut quote creation from 7–20 minutes in PowerPoint to seconds. Scaled in-house brand websites from 25 to 160 and co-built a custom CMS (Laravel/Filament + Next.js). Strongest where ops and engineering meet: what to build, what a legacy system cannot support, and what can ship without a rewrite.

TARGET ROLE

Product Owner — internal tools, CRM, and ops systems. Owning discovery, backlog, and delivery between department leads, developers, and the people who use the product every day.

Remote, hybrid, or on-site · Ljubljana · Available immediately

KEY STRENGTHS

- Turning messy agent/ops requirements into something a team can actually ship
- Delivering on legacy systems instead of betting on a full rebuild
- Sitting between department leads, developers, and end users without losing the thread
- Specifying UI and workflows visually (design background) so developers are not guessing

TECHNICAL & PROFESSIONAL SKILLS

Product & Analysis

Product ownership, requirements gathering, process analysis, roadmapping, user discovery, cross-functional collaboration

Development

PHP, Laravel, Filament, Next.js, JavaScript, SQL, WordPress (Sage 10, custom themes), REST APIs, webhooks, Stripe, database design, Git, GitHub Actions

Design, SEO & Ops

UI/UX design, Figma, wireframing, technical SEO (Screaming Frog, PageSpeed Insights), error monitoring, deployment pipelines, Adobe CC

PROFESSIONAL EXPERIENCE

World Discovery

May 2022 — Jul 2026

Tour company · Ljubljana, Slovenia · Developer → Head of Development → Product Manager

CRM Platform — Product Manager

Nov 2025 — Jul 2026

- Shipped **Offer System** — reduced offer creation from 7–20 min in PowerPoint (broken layouts, post-generation rework) to seconds; one-pagers ready to send
- Offer features: flexible pricing (per person, per group, or hidden as proposal), itinerary preview, tour technical data, location highlights
- Took over internal CRM (~60 users) with legacy architecture constraints; shipped **Agent Cockpit** and redesigned **itinerary planning** so data stayed in one place — without a full rebuild
- CRM pulls together company-wide data: finance, statistics, customer service, and tour products
- Main point of contact between department leads and developers; specified UI and workflows visually to reduce misalignment

Head of Development

Sep 2024 — Jul 2025

- Led team of up to 3 developers — onboarding, weekly planning, 1:1s, code reviews, and unblocking (had previously guided 2 developers in a similar role)
- Implemented GitHub Actions deployment pipeline, improving release reliability across websites
- Built lightweight internal error-monitoring system (Sentry-like) to catch production issues early
- Defined UX and technical direction for in-house CMS and brand websites (Laravel/Filament + Next.js)

Web Developer

May 2022 — Sep 2024

- Built WordPress custom themes (Oxygen, Sage 10) and plugin integrations; scaled in-house brand websites from **25 to 160**
- Co-developed in-house CMS and internal dashboards: Laravel + Filament (backend/admin), Next.js (public sites)
- Built custom WordPress checkout flow integrating REST APIs and webhooks with third-party services
- Contributed to CRM platform development and database design in the CRM's early stages
- Ran technical SEO audits and optimizations using Screaming Frog and Google PageSpeed Insights across brand portfolio

Freelance — Web Development

May 2022 — Jul 2026

Parallel to World Discovery · Slovenia

- Alongside World Discovery: WordPress client sites, ecommerce backends and REST APIs (Laravel, Node.js/TypeScript), Stripe, and small-business CMS/dashboards

ENIKAM

Aug 2021 — May 2022

Contract · Remote

- UI/UX design for client web projects — user flows, wireframes, visual design in Figma

Odkritje s.p.

Sep 2020 — May 2022

Part-time · Remote

- UX research, wireframing, and UI design for client projects

Earlier — Graphic & UI Design

Hooray Studios	— Technical support to illustrators	May — Jun 2021
Be Hempy	— Graphic Designer	Jan — May 2020
Studio Okus d.o.o.	— Graphic Designer	Oct — Dec 2019
VisArt Studio	— Graphic Designer	May — Oct 2019

EDUCATION

Design of Materials — Design Engineer

ŠCL, VSŠ (Higher Vocational College) · 2017 — 2020
Graphic design, interior design, project & production management

LANGUAGES

Slovenian (native) · English (fluent)