

Marko Fuček

SENIOR PRODUCT DESIGNER

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About

I can make anything look beautiful. But will it solve your issue, move your numbers? That's the part I optimize for.

I'm a product designer from Croatia with 10+ years in SaaS. My work sits where design meets business: reducing friction, funneling users toward the right actions, measuring every decision against KPIs and ROI - maximal positive impact is my internal compass orientation.

Experiences

Senior Product Designer @ Reactor Studio

Mar 2021 - Present

Projects

- **Reactor Incubator (Venture building)**

  Mar 2024 - Present

  > **Lead Designer @ Internal**
  >
  > Numerous internal projects

- **QuickStart**

  Jan 2025 - Apr 2026 · 1 yr 4 mos

  > **Senior Product Designer @ QuickStart**
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  > I became a part of QuickStart with the task of bringing the existing MVP to funding-ready state by expanding the product offering.

- **Kiwi.com**

  Mar 2021 - Feb 2024 · 2 yrs 11 mos

  > **Senior Product Designer @ Kiwi.com**
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  > *Nov 2022 - Feb 2024 · 1 yr 4 mos*
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  > As a part of triple leadership, together with product and engineering counterparts, I helped resolve customer-facing challenges on a broader scale by evolving existing and creating new internal tools, processes, and customer support systems. All of this helps our agents and other users stay engaged, productive, and efficient resulting in a broader and tangible impact.
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  > Highlights
  >
  > - Raised the SUS of CS Systems from low D (55) to mid B (75)
  > - Created top 3 most positively received features on the platform
  > - Reduced the agent task handling time by 39% impacting the bottom line and reducing operating expenses of the domain.
  > - Mentored and educated junior designers
  > - Introduced and propagated 2 new processes on 2 product verticals, *pre and post release design review*, *triple leadership model (product, engineering, design)*
  >
  > **Product Designer @ Kiwi.com**
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  > *Mar 2021 - Nov 2022 · 1 yr 9 mos*
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  > At Kiwi.com, we are redesigning the travel industry, striving to be the only service you need to get anywhere in the world. My role includes the whole design process, starting by ideating new market opportunities, validating concepts, delivering final prototypes to be developed eventually, measuring and analysing the impact of that decision.
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  > Highlights
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  > - Created more than 5 big impactful features on the platform that significantly impacted the B2B/B2B2C bottom line
  > - Mentored and educated a junior designer
  > - Worked on 3 expansive domains simultaneously
  > - Introduced and propagated 1 new process on 1 product verticals.

Owner and Designer @ Entity

Oct 2022 - Present

Projects

- **Mainteny**

  May 2022 - Sep 2026 · 4 yrs 5 mos

  > **Senior Product Designer @ Mainteny**
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  > I was originally contracted to update the mobile app design, stayed for almost 4 and half years as part of the core team responsible for bringing Mainteny from MVP, to funding ready, to dominating the Lift vertical, to scaling and spreading to other markets and beyond.
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  > Highlights
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  > - Led the effort of improving the design maturity of the company (*design process introduction, design system, value matrix,..*)
  > - Expanded the product offering with over 300 feature-sets and improvements (*core product, other vertical opportunities, upsell*)
  > - Helped with VC talks and due diligence process, resulted in successful raising of €2.7M seed funding.
  > - Designed the invoicing and quotation flows for a platform processing €180M+ in annual invoice volume
  > - ~18,000 jobs completed per month, up 60% year over year
  > - DAU/MAU ratio of 64%, an all-time high
  > - ARR more than doubled (+114%) and customer base grew 95%

- **MusoSoup**

  Apr 2024 - Jul 2026 · 2 yrs 4 mos

  > **Design Lead @ MusoSoup**
  >
  > MusoSoup (UK) - two-sided music promotion marketplace.
  >
  > Highlights
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  > - Redesigned checkout and conversion funnel, new-customer conversion up from 20s to 30s (%), founder sized at $5-10k/mo.
  > - Proposed re-sequencing the submission flow (apply first, pay after approval) - adopted as the key change in the platform rebuild.
  > - Designed a media library with storage-based upsell for the 30% of customers who resubmit - groundwork for the subscription tier(s).
  > - Designed a paid reactivation flow for expired campaigns - turning churn into a win-back revenue stream.
  > - Built and governed the design system that became the source of truth for the company's AI-first replatform.
  > - Recruited and mentored a 2nd freelance designer to scale design capacity; led a marketing site refactor managing a team of three.

UX/UI Designer @ Reroot

Feb 2020 - Mar 2021 · 1 yr 2 mos

I have been actively engaged in mentoring junior designers and other colleagues, while also spearheading the design of various mobile, web apps, and custom solutions. In addition, I handle client and stakeholder communication, manage projects, write internal process and educational documentation, and have led multiple design sprints and internal education initiatives.

Highlights

- Active mentoring of junior UX/UI designers and other colleagues
- Acquired the 1st SaaS client in Reroot, managed the stakeholder communication, and spearheaded the project management
- Wrote internal process and educational documentation
- Held multiple design sprints and internal education

UI & UX Designer & Developer @ Code Consulting

Apr 2017 - Jan 2020 · 2 yrs 10 mos

I've been tasked with designing internal productivity tools and web solutions, conducting client and stakeholder presentations, and collaborating on numerous health-oriented enterprise solutions. Additionally, I've managed diverse design projects ranging from branding, UX research, and design sprints to logo and packaging design, while also building an extensive library of custom icons, style guides, and UI components.

Highlights

- Working on discovery phase of one greenfield project, a bioelectronic medicine company transforming the standard of care for chronic disease and collaborating on a well established one.
- Proficiency in HTML and CSS (SCSS) has been essential for fulfilling the demands of the role.

Education

d.MBA

d.MBA - Thoughtful business education for designers, 2024

Josip Juraj Strossmayer University of Osijek

Faculty of Electrical Engineering, 2017

Bachelor's degree – Information Technology

Digital Design Academy

Digital Design Academy generation of 2017

Development Academy Student

Jul 2016 - Oct 2016 · 4 mos

Span · Internship

Social

- Website
- Linkedin
- Dribbble
- Upwork

Skills

Product Design · User experience · Stakeholder Management · Agile · Mentoring · Strategic Planning · Usability testing · UX research · Cross-functional Team Leadership

Technology and tools

Figma · Clickup · Claude · Miro · Jira · Slack · FigJam · Linear · ChatGPT · Perplexity · Loom · AI

Certification

d.MBA

d.MBA - Thoughtful business education for designers, 2024

Google UX Design Professional Certificate

Issued Feb 2024

Credential ID B9RK5FNMUTDF

HIPAA Associate (HIPAAA)

Issued Oct 2019

Credential ID 206096

MTA: HTML5 Application Development Fundamentals

Issued Nov 2016

Credential ID

MTA: Software Development Fundamentals

Issued Nov 2016

Credential ID