



## Marko Prljic

# Design Principal

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### Personal website

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### Skills

Strategy  
Research  
Business development  
User experience design  
Visual design  
Interaction design  
Information architecture  
Product design  
Problem solving  
Design thinking /  
Design Sprints  
Usability testing  
Prototyping  
Project management  
Leadership, coaching  
and mentoring  
System thinking  
Public speaking  
Recruiting and hiring  
Brand and Marketing

### Summary

- 15+ years in digital customer experience, digital product and program management, digital platforms and digital consulting
- 10+ years of leadership experience leading and managing creatives and fostering harmonious collaboration with product, engineering, and marketing teams
- Experience building and growing design teams and effective **Agile processes**
- Strong **Remote work** experience
- Worked with digital **agencies, software companies and large corporations**
- Design and development **Agency founder**
- **Startup co-founder** and **Product Designer**
- **Design Sprint** facilitator and trainer
- **Product owner** and **Program manager**
- Knowledge and understanding of **project management** principles: managing projects from beginning to end that vary in scope and complexity
- Experienced in **Decentralised applications** and **Blockchain technology**
- **Financial Services, Commodity Trading, Digital Assets, Supply Chain** industry experience
- Experienced in **recruiting and hiring**
- Strong **communication skills** across all levels of organisation
- Fluid in **English and German**
- Sharp presentation and workshop skills

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## Tools

Pen and paper  
Figma  
Sketch  
Adobe  
Invision  
Mural  
Miro  
Google Analytics  
Hotjar  
Kissmetrics  
Mixpanel  
Intercom  
HTML  
CSS  
Github

- Ability to evangelise the product/industry at conferences as a **speaker**
- Healthy understanding of lifecycle and maturation of **startups**
- Ability to function, adapt and succeed in a constantly changing environment
- Proactive, self-sufficient and professional, with strong organisational, time management and communication skills.

## Career History

### Head of Design, General Magic — 2020-Present

- Defining and driving design strategy across multiple Web3 products
- Leading UX and UI design for a wide range of tools—from **token launch protocols** and **voting mechanisms** to **wallets** and decentralized recovery systems
- Establishing and scaling our **internal design practice**—hiring designers, implementing processes, setting up design systems, and defining creative workflows
- Working across multiple blockchains and ecosystems (Ethereum, Solana, Starknet, Optimism) to ensure consistency and adaptability in design
- Helping shape the culture of General Magic through values-driven leadership and cross-functional collaboration

### Design Principal, ConsenSys — 2018-2020

- Working across governments and financial markets, central banks, private sector, large financial institutions and enterprise companies building and deploying high-value public and private blockchain solutions
- Leading the design of end-to-end experiences, in partnership with cross-functional peers, in one of the following

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areas: **global trade, commodity trading, digital assets management, trade finance**

- Contributing to utilisation of advisory and delivery services on client projects
- Driving alignment on customer and business goals and developing programs of work to achieve those goals
- Providing support and creating value in non-design related activities e.g. **pre-sales and sales pitches, biz dev, product, project, operations**
- Structuring project work, planning and executing client proposals and pitches, and pushing high quality/inclusive product design and successful delivery of service design work
- Leading a **collaborative design process** from conception to launch, partnering with small, global teams of engineers, product managers, and researchers to identify user needs, define product strategy, and craft roadmaps
- Preparing and planning for oncoming work and establishing achievable estimates
  
- Overseeing and taking part in the creation of strategic design deliverables, including: research insights, strategy decks, customer journeys, visions of future experiences
- Leading and facilitating on-site and remote user research and testing **workshops**
- Developing, growing and iterating on our **design practice**, proposing initiatives and improving internal process
- Contributing to the **Communities of Practice** (Design, Engineering, Solution Architecture)
- Contributed to creation and maintenance of internal **Design System**
- Recruiting and managing internal design resources
- Improving and creating **agile processes** for harmonious design collaboration across product, engineering, sales, marketing and support (i.e. a methodological toolkit)
- Ensuring the design team is set up for success with access to the tools, learning, and development opportunities

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- Supporting the professional development of team members through **mentorship** and **coaching**

### Head of Design and Strategist, Zamigos Consulting Group, Greensboro, NC — 2017-2019

- Responsible for developing and managing all aspects of design and creative output
- Recruiting and managing multi-disciplinary third party suppliers as well as internal design resources
- **Managing the design team** and freelancers as required, provided mentorship to junior designers
- Developing, growing and iterating on our **design practice**, proposing initiatives and improving internal process
- Developing business, marketing and internal long-term and short-term **company strategies**
- Planning and executing **client proposals and pitches**
- Worked with clients across different industries such as Finance, Trade, and Commerce to create new digital **decentralised applications** on the **Blockchain** platform and business networks
- Designed and led UX for **cryptocurrency** Exchange, Trading, Banking, Mining, Payments and ATM platform
- Prototyped and designed **dashboards and interfaces**
- Product design for several startups, **B2B and B2C** products
- Design lead of several **branding** projects, including companies re-branding in 2019

### Head of Design, Axilis, Zagreb — 2015-2017

- Among first design hires to the company
- Contributed to securing a large project which led to a new strategic partnership and expanded companies business operations to U.S. market

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- Planning and facilitating **stakeholder meetings and workshops**
  - Integrated **design practice** into existing development workflow
  - Provided mentorship to junior designers
  - Worked in **Agile environment**
  - Designed and led UX of a hybrid consumer based mobile app from MVP to final product
  - Designed several web sites for startups, **B2C and B2B** companies

### Co-founder and Product Designer, Thirtymin, Dublin — 2015-2017

- Recruited and hired the startup development and marketing team
- Planning and executing of a **strategic product development roadmap**
- Led all **startup development operations** utilising **Agile** processes
- Designed and prototyped Android and iOS app
- Handled analytics tracking, A/B testing and social marketing solutions
- Pitched the project to investors at TNW conference in New York, US
- Presented the startup at boot exhibition at TNW conference in Amsterdam, Europe
- Successfully launched the product

### UX/UI Designer, Gravity 4, San Francisco — 2015

- UI design for companies **High Frequency Marketing Cloud platform**
- Worked within a very high paced and **Agile environment**

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## UX/UI Designer, Mapsense, San Francisco — 2015

- Redesigned UI for a highly scalable map visualisation tool
- Quickly integrated into existing team and adopted their workflow to meet the project roadmap deadlines
- Successfully met with companies short term strategic targets for business and development users which led to acquisition by Apple Inc.

## Head of Development, Europa Digital (EPH), Zagreb — 2013-2014

- Led and managed companies development department (30+ people)
- Recruited and hired new talent
- Advised on design strategy for Croatia's top e-commerce, news portals and online magazines such as Bestseller, Dobra hrana, Autoklub, LikeCroatia, Sportske Novosti
- Coordinated projects with sales and marketing departments as well as chief editors and key stakeholders
- Redesigned a responsive concept for Croatia's top visited news site Jutarnji List
- Designed and successfully launched Croatia's first health care project Dodo
- Created complete company branding guidelines

## Product designer, FullBusiness, Herus Grupa — 2012-2015

- UX and UI design of a business management and e-commerce platform for SMB's

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- Educating and training call centre staff to enhance overall CX of our product
  - Project and team lead
  - Closely worked and advised with the CEO to meet strategic business goals
  - Held regular meetings with business partners and pitched the project to several investors

### Founder and Design Principal, Twinkle Tap, Zagreb — 2010-2015

- Created e-commerce, corporate sites, landing pages, blogging platforms and intranets both for web and mobile
- Applied the understanding of user interface design patterns and best practices
- Applied user research methodologies including online and guerrilla usability testing, card sorting, web analytics and heuristic evaluation
- Ensured the feasibility of conceived designs to meet technical and business requirements of our clients
- Documented deliverables including goals and objectives, site maps, wireframes, and comps
- Produced complete project development specifications
- Led the development team and managed all projects
- Industries I worked with: banking and finance, telecom, non profit, real estate, publishing, manufacturing, technology, music, fitness, contractors, food industry, sports training, advertising and more
- Clients ranged from startups, Fortune 500 and international companies (RBC Dexia, Unilever, WOO, Samsung, HBO Canada, Phoenix group, Swissphone, RSA, United Nations, VidCaster), to local businesses

\* *Freelancing from 2007-2010*

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## **Pro-bono Work**

### **Giveth**

[giveth.io](https://giveth.io)

Re-engineering charitable giving, by creating an entirely free, open-source platform, built on the Ethereum Blockchain.

- Leading design across the Giveth Ecosystem
- Promoting the platform, products and community
- Giveth dApp UX and Visual design
- Odyssey Hackathon team member (Token engineering and decentralised governance systems design)

### **Tribute Coop**

[tribute.coop](https://tribute.coop)

A community-driven, code-based decentralised network built as commons enabling businesses to create a new form of equity by injecting a flow of value into the commons economy.

- UX Design consultant
- Application design (UI)
- Co-creating and executing product roadmap

## **Activities**

### **Open Source Web 3 Design**

[conflux.design](https://conflux.design)

Helping to ship user-friendly, and market ready Web3 products faster, backed by well tested industry standards. Making the



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developer and designer experience of building an application as painless as possible.

## Ethereum Magicians

[ethereum-magicians.org](https://ethereum-magicians.org)

Facilitating meaningful and lasting communications among individuals throughout the Ethereum community.

## Humane Tech Community

[humanetech.com](https://humanetech.com)

Striving for technology that is aligned to humans. Ubiquitous humane technology that stimulates humans to flourish and humanity to thrive. Promoting solutions that improve wellbeing, freedom and society.

## Etherean

[etherean.org](https://etherean.org)

Forum intended for high-level discussion, pondering, and scheming about the intersection of humanity and technology, and in exploring how new technology and new ways of looking at the world can have far-reaching social, political, and economic impact now and far into the future.

## DAO Stack

[daostack.io](https://daostack.io)

An operating system for collective intelligence powering decentralised companies, funds and markets to make fast and innovative decisions at scale.

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## **Areas of Interest**

- Banking and Finance
- International Trade and Commodities
- Supply Chain
- Energy sector
- Identity
- Real Estate
- Social impact
- Psychology
- Anthropology
- Self-awareness coaching
- System design
- Mechanism design
- Speculative design
- Self-Sovereign Identity
- Decentralised Governance

## **Education**

Bundesgymnasium Vienna - 1996-1997

Institute for electronics and technical informatics TGM,  
Vienna, Austria — 1997-1999

High-school for electrotechnics, Split, Croatia —  
1999-2002

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Pro-Anima public school for business application development and web design, Zagreb, Croatia — 2007

## **Licenses & Certifications**

### Blockchain Essentials

- Understanding building blocks of the technology
- Hash functions, ledgers and distributed ledger, dApps, smart contracts, public key cryptography, server-based and peer-to-peer networks
- Blockchain impact and affects on the businesses

### System Practice

- Identifying complex social challenges that are best tackled using a Systems Practice
- Understanding how to launch your own Systems Practice
- Mapping a complex system
- Identifying leverage opportunities within your system
- Developing a strategy that matches the complexity of the challenge you are tackling

### Adaptive Leadership

- Understand the root cause of a stubborn and recurring challenge in the organization, team, or community

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- Partnering with those who are in positions of authority or power
  - Leveraging your own power for change
  - Designing an experiment that strengthens your ability to create lasting change
  - Learning to lead adaptively in environments with trust issues, political sensitivities, resistance, conflict, and distress

## **References**

### **Alexander Kostura**

Marko is a thoughtful colleague who leads with design expertise, business acumen, and empathy. We collaborated on organizational development efforts with our global business unit at ConsenSys, where he facilitated a design process with multiple stakeholders to identify, define, and resolve strategic and operational issues. In addition to working with a number of enterprise clients, Marko also stepped up internally to lead our product design community of practice. With his commitment to excellence and collaborative spirit, he would be a valuable addition to any team.

### **Ken Timsit**

I have worked closely with Marko for several months and saw his in action in several capacities - as a product designer on a client engagement, as a pre-sales team member on several business development opportunities, and as a facilitator in our internal product design community of practice.

I would definitely work with Marko again. His most impressive strengths : mastery of product design methodologies and thought process (helped me realize how design thinking can change the narrative at an early stage of client engagements); rigorous

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management of team work and team engagement (team routines, meeting facilitation, management of roles and responsibilities); drive to get things done; experience with remote work.

**Matt Tabin**

Marko is a dedicated team player that delivers and puts his all into any product or project he is working on. He is a designer who gets the user experience and has the ability to make creativity work pragmatically when needed. Marko is also a pleasure to work with and has repeatedly proven why he is a great asset to both ours and any team he is part of.

**Zied Brini**

I worked with Marko for several months on enterprise delivery projects and pre-sales efforts. Marko is a senior, versatile product design leader who is keen to find the right user experience for our customers and a great team player to collaborate with. Marko was part of my team and was a key contributor, eager to always give his best and adapt himself very easily to any situation, even in a fast-paced ambiguous changing environment. It would be my great pleasure to collaborate with him again.

All references available on LinkedIn  
<https://www.linkedin.com/in/markoprljic/>