

Mihael Fugaj

Senior / Lead Product Designer, Web3 & AI products · UX Lecturer, Algebra University

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SUMMARY

I'm a product designer who also builds. I've worked in UX/UI for more than 15 years, and on Zevo (\$2M+ pre-seed) I was PM as well as lead designer, so I'm used to owning the timeline and budget, not just the screens. Today I design and build Web3 and AI-agent products, from first concept to on-chain integration, and most of my effort goes into making complicated mechanics easy to read. I ship the front-end myself with a team of AI agents I direct: I make the decisions, they build and check, and nothing reaches production until I've approved it.

WEB3 & AI PROJECTS

Agents4Fun · Product & design lead, co-built with Damir · Own product, 2026 · agents4fun.xyz

- I led product and design for an Ethereum app with a free 0–100 wallet trust score, fair paid whitelists drawn by Chainlink VRF, and DeBots, 3,500 bots whose 3D art is made by agents.
- I built the Blender studio that renders them. Minted out on 8 Sep 2026; 770 DeBots revealed by 22 Oct.

***What I learned:** agents can produce a collection, but a cohesive one needs a designer's eye and a review loop; and the fairer the system, the more you have to explain it.*

DePunks.club · Design lead and in-house builder · Private project, 2025–2026

- A pixel-punk club on Ethereum. I owned the design system, smart contracts, app and tooling, working with a team of AI agents.
- The key call was where the site's copy of the chain can be trusted: history is copied once from finalized blocks, while ownership checks ask the chain live and refuse to act if it can't be read.
- The key-use table matches the reveal contract row for row (770 = 770), a deep-link page went from about 3.3 MB to about 60 KB, and 69 of 69 tests pass.

***What I learned:** a copy of the chain is fine for showing things, not for deciding them, and a test only counts once I've seen it fail.*

Dash App: how I build with AI · Owner and director · Private project, 2026

- I built a dashboard that runs a team of AI agents across my projects: one AI PM per project, a plan I approve before work starts, one queue for anything that needs me, and 11 ready subagents (builder, critic, tester, designer and others).
- I set the direction and make the calls; a different agent checks every change and backs it with a test, screenshot or diff. I used it to build and audit foogy.xyz, including accessibility fixes that took home-page contrast failures from 22 to 0.

***What I learned:** with many agents in one codebase, clear rules and proof beat more speed; deciding what ships stays my job.*

Traverse · Senior UX Designer · Hype Partners, 2023

- A gamified Web3 mobile app. I designed it so token rewards, quests and social competition sit behind familiar game patterns (XP, levels, leaderboards, team challenges), and set the dark visual system, gesture-driven navigation and full-screen reward moments in place of transaction hashes.

***What I learned:** when the interface speaks the language of games, the blockchain can stay in the background.*

Hive3 · UX/UI Designer · 2023

- A Web3 education platform for newcomers. I mapped learning journeys for three kinds of learners (complete beginners, developers moving to Web3, crypto users new to the fundamentals) and used progressive disclosure across both the curriculum and the UI. After launch, course completion rates were significantly higher than on comparable platforms.

***What I learned:** pacing matters as much as content; if the interface earns trust at every step, learners stay.*

NOTABLE PROJECTS

Hype Partners, Web3 superagency (140+ people) · Senior UX Designer · hy.pe

- Two years on the new development team's Web3 projects, including Traverse, setting and carrying out the design direction with cross-functional teams.
- I ran user research and testing, mentored junior designers, and presented concepts to stakeholders and clients.

***What I learned:** explaining the reasoning behind a design matters as much as the design itself.*

Haas Automation, Inc.: Haas Tooling webshop · Lead UX/UI Designer · 2024 · haascnc.com

- I led the end-to-end design of the CNC tooling webshop, managed a small design team and presented to

ownership at each milestone.

- I did the research with machinists and procurement staff, the IA, wireframes, full UI (catalog, product page, cart, checkout), prototypes and a design system built from scratch.

What I learned: *industrial buyers specify rather than browse, so pages should follow their questions.*

Zevo Ltd.: world's first peer-to-peer EV-sharing platform · Lead UX/UI Designer and PM · zevo.com

- I led UX/UI end to end and made every major design decision; as PM I also owned the timeline and budget. The startup raised a \$2M+ pre-seed round.
- I designed the owner and guest apps on iOS and Android as two separate experiences on one system, built around trust and money: a step-by-step contactless unlock, deposits stated up front, and earnings shown against real payout status.

What I learned: *with no human in the loop, recoverability beats elegance, and money has to feel certain.*

Wire Ltd.: secure communications (used by five of the G7 governments) · Senior UX Designer · wire.com

- In a 10-person team of designers, sales and developers, I planned, designed and managed the whole webshop process, from research to handoff, and argued for published, transparent pricing.

What I learned: *working next to sales kept the design true to how the product is actually bought.*

Samsung eShop (Croatia) · Project Manager & Lead UX Designer · samsungshop.hr

- A new webshop for the Croatian market, built on our ERP and Samsung's CRM, with Samsung setting its own pricing. I did the full UX/UI and prototypes for desktop and mobile, managed the server, webshop app and front-end teams, tracked the plan and costs, and presented to the client.

What I learned: *design for the seams: one clear price and stock status, even when two systems disagree.*

EXPERIENCE

Cyber64 d.o.o., Lead UX/UI Designer (contract) · 2024 – present

- Brought in per project to lead user-centered design on digital products for large international clients, and to set design standards with cross-functional teams.

What I learned: *each new team has taught me to get up to speed fast and agree on standards early.*

Algebra University, UX Lecturer · 2021 – present

- I teach UX principles, user research, interaction design and usability testing; I write and give the lectures, lead discussions and assess students' work.

What I learned: *teaching makes me explain the why behind every method, which keeps my own practice sharper.*

Digihey d.o.o., Lead UX/UI Designer · 2022 – 2024

- Zevo's Croatian development partner; my team built the Zevo app full time, with me as full-stack designer.

What I learned: *sitting next to the developers shows quickly which design decisions survive a real build.*

Sancta Domenica Ltd., Head of Design · 2018 – 2020

- I owned the main webshop and its spin-offs (B2B, Sancta Domenica BiH), plus the helpdesk, CRM, marketing and tracking integrations.
- I planned and ran all digital projects, wrote EU funding applications, and managed the design team to deliver on time and on budget.

What I learned: *one shared component system keeps several storefronts on-brand and fit for their audience.*

Bogadura Ltd., Web Administrator (SharePoint and content management) · 2008 – 2010

T-Mobile Croatia, Customer Care Team Leader, IT Support Agent and Intranet Designer · 2001 – 2008. Where I learned to handle customers' needs and problems every day.

SKILLS

Product design: UX research, IA, user flows, wireframes, UI, prototyping, design systems, usability testing, responsive web and mobile (iOS/Android)

Web3 & AI: on-chain product design and integration (Ethereum), tokenized and gamified mechanics, AI-agent workflows and dashboards

Front-end and tools: HTML5, CSS3/Sass, Bootstrap, TypeScript, Figma, Adobe; I work closely with back-end developers

Leadership: product and project management, team leadership and mentoring, stakeholder presentations; teams spanning design, front-end, back-end, marketing and sales

EDUCATION & LANGUAGES

Polytechnic of Zagreb: Bachelor of Engineering in IT Technologies (bacc. ing. techn. inf.) · **English:** fluent, written and spoken