

Mihael Fugaj

bacc. ing. techn. Inf.
Product Designer & Builder (UX/UI, Web3, AI)
UX lecturer, Algebra University

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Driving licence | B
Language | English fluent in writing and speaking

Profile

Product designer and builder with more than 15 years in UX/UI. On Zevo ($6M+ pre-seed) I was Lead UX/UI Designer and PM, so I am used to owning the timeline and budget as well as the design. I now design and build Web3 and AI-agent products, from first concept to onchain integration, and focus on making complex mechanics easy to understand. 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 have approved it.

Education

Polytechnic of Zagreb: Bachelor of Engineering in IT Technologies
High school: Gymnasium “Vrbovec”, Vrbovec

My Portfolio View My Portfolio

Web3 & AI projects

CrewDash
How I build with AI
Owner and director
Private project, 2026

Description
A multi-agent project workspace that I designed and build. It 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 my decision, and 18 ready subagents (builder, critic, tester, designer and others).

Responsibilities
My AI-agent workflow, from direction to release:

- Set the direction and make the product and design decisions
- A separate agent checks every change and backs it with a test, screenshot or diff
- Nothing reaches production until I have approved it
- Used Dash to build and audit foogy.xyz, plus five web3 projects over 12 months

Notable projects

Haas Automation, Inc
www.haascnc.com

Description
Leading the end-to-end design of the Haas Tooling webshop. I manage a small design team and collaborate closely with stakeholders to deliver a seamless, conversion-focused e-commerce experience. My role spans research, strategy, interface design, and prototyping—all the way to presenting final solutions to ownership.

Responsibilities
As a lead UX/UI designer I'm responsible for full stack designs and all major UX/UI decisions, which includes:

- UX research
- UX designs, wireframes
- UI screens
- Prototyping

Zevo Ltd.
www.zevo.com

Description
Zevo is the world's first peer-to-peer EV sharing platform.
EV owners can earn passive income on Zevo by sharing their EV(s) with guests contactless by the hour/day/week in this first-of-its-kind net zero sharing platform.
The startup raised a $2M+ pre-seed round.

Responsibilities
As Lead UX/UI Designer and PM, I led UX/UI end to end, made every major design decision and owned the timeline and budget. My scope included:

- UX research
- UX designs, wireframes
- UI screens
- Prototyping

Hype Partners
https://www.hy.pe/

Description
Hype Partners is a Web3 superagency with more than 140 people, mainly in marketing. Their new development team has been doing several Web3 projects, which I have been a part of.

Responsibilities
For the past two years, I have been collaborating with cross-functional team members to define and execute design strategies as a senior UX designer for Hype Partners. During this time, I conducted user research and testing to inform design decisions and mentored junior designers to help grow their skills and expertise. Additionally, I communicated design concepts and ideas effectively to stakeholders and clients and ensured the timely delivery of high-quality design work.

Skills

- UX research
- UX designs, wireframes

- UI screens
- Prototyping

Wire Ltd.
https://wire.com/en/

Description
Wire provides secure communication and collaboration solutions, based on edge computing and zero trust architecture.
It is used by privacy-focused enterprises and governments, including five of the world's G7 governments, to protect their mission-critical information and enable smooth collaboration.

Responsibilities
Senior UX designer. I have been working in a group of 10 people consisting of designers, sales and developers where I had to plan, create and manage all the process and development for our web shop.

Skills
- Figma layouts
- UX designs, wireframes
- UI screens
- Prototyping

Samsung eShop
www.samsungshop.hr

Description
Samsung Croatia appointed my team to design and develop a brand new webshop for Croatian market which will be integrated on top of our ERP and their CRM. We had to create an independent webshop which will get products from our stock but will have the ability to manage their own price policy.

Responsibilities
Project manager and lead UX designer.
In charge of planning and managing the development of webshop for one of the greatest brands in the electronic business.
My scope of work was as follows:
- Full UX/UI design and prototype for Desktop and Mobile
- Manage teams to develop Servers, Webshop App and Frontend
- Track and execute the project plan and costs
- Present the design and solutions to the client

Key skills
- Project Development Manager / Product design lead / UX designer

Career

Digihey d.o.o.
Lead UX/UI designer
2022 - ongoing

Digihey is a Croatian partner of Zevo Ltd. and my team in Croatia is fully engaged in development of Zevo application.
My role as a Lead UX/UI designer means I'm working as a full stack designer.

Cyber64 d.o.o.
Lead UX/UI designer
2024 - 2025

Contractor for development firm who works with major international businesses and companies.
They hire me per project as a Lead UX/UI where I'm responsible for driving user-centered design solutions across multiple digital products. I collaborate closely with cross-functional teams and guide design standards to elevate usability and visual coherence.

Algebra University
UX lecturer
2021 -2024

As a UX lecturer, my job involves teaching students the principles and techniques of user experience design, as well as helping them develop practical skills in user research, interaction design, and usability testing. I am also responsible for creating and delivering lectures, leading group discussions, and assessing student progress through assignments and exams.

Sancta Domenica Ltd.
2018 - 2020

Head of Design. Responsible for the design and development of the SD main webshop and all its derivatives (B2B, Sancta Domenica BiH).
Responsible for integration of Helpdesk solution as well as any other marketing, CRM or tracking pixels on site.
My scope of work:

- Plan, write and execute all digital projects
- Write projects for EU funds
- UX/UI design and prototype
- Manage developers and design teams to deliver projects on time and in budget

Bogadura Ltd.
2008 - 2010

Incentive and teambuilding agency for high profile companies in the country. Voted The best small company for business travel in 2008.

- Web administrator
- SharePoint admin and Content management

T-Mobile D. D.
2001 - 2008

The biggest telecom company in Croatia serving cutting edge technology and service to its customers.

- Team Leader in customer care
- IT support agent and intraweb designer

I have gained excellent soft skills and learned how to deal with customers' needs and problems on a daily basis. Responsible for maintaining our intraweb.

How can I help

UX/UI design
15+ years

Bacc. degree of IT design on Polytechnic of Zagreb.
I am experienced in managing full process of design and frontend development while communicating with backend developers on their needs and best practices. Expert in Figma, Adobe, CSS3 with Sass, HTML5 with Bootstrap.
You can count on my set of skills:

- Web and mobile wireframing
- Responsive design best practices / Design test process
- Expert in Adobe and Figma
- Expert in Bootstrap / HTML5 / CSS3

Web3 & AI
2+ years

I design and build Web3 and AI products from first concept to onchain integration, and ship front-end work with a team of AI agents I direct. Every change is checked by a separate agent, and nothing reaches production until I have approved it.
You can count on my set of skills:

- Onchain product design and integration (Ethereum)
- NFT collections, Chainlink VRF whitelists and wallet scoring
- Tokenized and gamified product mechanics
- AI-agent workflows and dashboards
- Front end: TypeScript, HTML5, CSS3/Sass

Management skills
3+ years

I have been working on a number of e-commerce projects with many teams, from developers and designers to sales and sometimes all at the same time, where I had an opportunity to lead them to project goals and deadlines, never compromising user or client experience.
Can and know how to collaborate with:

- Design team | Graphic and web
- Frontend team | UX/UI developments
- Marketing team | Online and offline
- Backend Developers