

Luka Krčmar

Product Designer · Available as a B2B contractor

Croatia (CET/CEST) · [Email](#) · [Personal website](#) · [LinkedIn](#)



ABOUT ME

Product designer with a decade of experience designing and building desktop, web, and mobile experiences for companies in fintech, crypto, social media, smart buildings, and more. Industry-aware, trend-savvy, and tasteful, with an understanding of AI and basic technical skills. Remote for the last five years, used to owning a product end to end alongside founders and engineers, working AI-native.

EXPERIENCE

Lyvely · Product Design Lead Oct 2024 – Apr 2026

Remote · Creator economy

- Brought in for monetization flows and grew into owning product design for the whole platform across web, iOS and Android, working with a remote team of 20.
- Designed the entire user flow around 1:1 mentoring sessions with experts.
- Rebuilt video calling and streaming flows end to end, with additional features like recordings and AI summaries.
- Designed dual-rail payments around location: card checkout in the UAE, phone number OTP (M-Pesa) in Kenya, with multi-currency handling and special attention to empty states.
- Supported the feature rollout and the Kenya launch. The platform was later approved for integration into the M-Pesa super app, opening it to tens of millions of users.
- Redesigned locked content so potential buyers know what they are paying for before unlocking, and this increased purchases on the platform.
- Designed the retention layer: points economy, weekly, monthly and yearly leaderboards, games and a spotlight carousel, with capped engagement points to reward real activity over farming.
- Owned the Creator Dashboard with flows for payments and earning payouts.
- Upgraded the design system and designed investor pitch decks and product demo videos.

Ultra.io · Product Designer Jul 2024 – Aug 2024

Remote · Web3 gaming

- Redesigned the onboarding flow for a football manager game.

021 (prev. reNFT) · Product Designer May 2022 – Jun 2024

Remote · Crypto and NFT infrastructure

- Owned product design in a remote team of 10, working daily with engineers and stakeholders.
- Designed an **NFT lending marketplace** and a **utility token launch platform**.
- Designed, built, and maintained the company's marketing websites in WordPress and Webflow.

Livmark Agency · Co-founder & UI/UX Designer Sep 2019 – May 2022

Croatia · Digital marketing agency

- Co-founded and ran a design and marketing agency serving clients across Europe.

- Designed websites, desktop, mobile apps, campaign creative, and built dozens of WordPress sites.
- Designed decentralized apps and complex dashboards for crypto teams including B.Protocol, Coingecko and FrensCasino.
- Delivered pitch decks, one-pagers, marketing videos and merch alongside product work.

HDL Automation · Design Engineer Jan 2016 – Aug 2019

Croatia · Smart building automation

- Designed and developed control apps for smart buildings (hotels, schools, residential), mostly wall-mounted iPads and mobile, in iRidium Studio.
- Worked directly with engineers on hardware-connected interfaces.

SKILLS

Design: End-to-end product design, interaction design, design systems, prototyping, user research and usability testing, product thinking, responsive and cross-platform design, visual design.

Technical: HTML, CSS, programming fundamentals, Linux basics

Languages: English (professional), Croatian (native)

EDUCATION

FOI, University of Zagreb · Bachelor's in Information Technology in Business Application

Certificates: Google UX Design, Google Digital Marketing & E-commerce, Elements of AI

WHAT PEOPLE SAY

"Luka is an exceptionally talented designer... combines strong creative instinct with a deep understanding of product and user experience."

- Dave Catudal, Co-Founder & Growth Architect, Lyvely

"Luka is one of the most talented, proactive, and hard-working professionals I've ever had the pleasure of working alongside."

- Rod Olivera, CMO, 021

"His dedication to continuous learning and staying up-to-date with the latest tools and best practices ensured an environment conducive to growth and excellence."

- Leonor Meirelles, Graphic Designer, reNFT

"Our pitch decks look incredible, thank you so much Luka. We love your little demo videos."

- Farah Zafar, CEO & Co-Founder, Lyvely