

Mihajlo Šobat

Senior Product Designer

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[LinkedIn](#) · [Portfolio](#)

Senior Product Designer with 9+ years across fintech, mobility, and sports-tech, shipping web and mobile products end-to-end for US and European clients. Comfortable owning discovery through delivery, pairing user research with rapid AI-assisted prototyping, and partnering closely with engineering to ship complex features.

EXPERIENCE

Senior Product Designer · Tenscope Mar 2025 – Present

Design web and mobile platforms for US-based clients across sports facility management, financial services, and other industries. Use AI-assisted tools to speed up prototyping and partner with engineering to ship complex feature sets.

Founder & Product Designer · imbudo Mar 2017 – Present

Independent practice run alongside full-time roles, taking projects from discovery through delightful, user-centred experiences for founders and small teams.

Product Designer · goUrban e-Mobility May – Sep 2023

Led research, conceptualisation, and design of user-friendly features for a mobility sharing and booking platform.

Senior Product Designer · HTEC Group May 2021 – May 2023

Partnered with teams and stakeholders to uncover business problems and customer pain points, designing solutions that let users complete tasks with less friction.

UX/UI Designer · Codecentric Feb 2020 – Apr 2021

Collaborated with a cross-functional team to design, build, and implement solutions to complex business problems.

CPO · KUVO Feb 2018 – May 2019

Shaped product strategy for a social gaming platform, defining features tailored to gamers' needs.

Web Designer · OGO Sense Aug 2017 – Jan 2018

Designed and built websites for hospitality and conference clients, mainly in the US market.

Graphic & Web Designer · Freelance Jun 2015 – Mar 2018

Designed logos, identity systems, and websites for clients around the globe.

SKILLS

Tools

Figma, Figma Make, Claude, ChatGPT, v0, Miro, Whimsical, Jira, Confluence

Product

Product design, Product discovery, UX research, AI-assisted research, User interviews, Design thinking, Problem solving, User flows, Information architecture, UI/UX, Design systems, Prototyping, AI-assisted prototyping, Vibe-coding, Agentic workflows, Stakeholder management

EDUCATION

Professor of Technical Education & Informatics

Faculty of Sciences, University of Banja Luka · 2012–2017

Computer Technician

School of Electrical Eng. "Nikola Tesla" · 2008–2012