

Dino Marček

Senior Product Designer

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PROFILE

Senior Product Designer with six years of experience shaping consumer mobile and web products across sports and identity technology. I lead end-to-end design for data-heavy, engagement-focused experiences, partnering closely with product, engineering, research and QA to move from discovery to shipped outcomes.

EXPERIENCE



Sofascore

Apr 2023 - Present | Zagreb, Croatia | corporate.sofascore.com

Senior Product Designer (Apr 2025 - Present) | Product Designer (Apr 2023 - Apr 2025)

- own end-to-end product design across iOS, Android and web for Fantasy, FIFA World Cup 2026 and Feed, from discovery and research through launch and iteration
- helped shape Sofascore Fantasy from early development into a live, multi-competition product; 392K users created their first Fantasy team during the FIFA World Cup 2026
- led the FIFA World Cup 2026 hub experience across mobile and web; 26.8% of DAU opened Featured and 56% of those users engaged with Team Spotlight
- owned Feed and media discovery work, connecting personalised content, match context and live sports through reusable content formats
- contributed to the design system migration from Sketch to Figma and partnered with product, engineering, QA, research and marketing to ship under live-event constraints



Microblink

Jul 2020 - Feb 2023 | Zagreb, Croatia | microblink.com

Product Designer (Nov 2021 - Feb 2023) | UX/UI Designer for Mobile (Jul 2020 - Nov 2021)

- designed mobile product experiences within cross-functional teams, covering research, user flows, information architecture, interaction design, prototyping and developer handoff
- planned and ran moderated and unmoderated usability tests to validate product direction and improve key user journeys
- co-created and maintained internal design systems, including components, patterns, style guides and product documentation

EDUCATION



Faculty of Graphic Arts, University of Zagreb

2016 - 2021 | Zagreb, Croatia | grf.unizg.hr

MSc in Graphic Technology | BSc in Graphic Technology

EXPERTISE

Skills: Product strategy | Consumer mobile and web | Data-heavy UX | Discovery and engagement | User research | Prototyping | Design systems

Languages: Croatian - native | English - B2 | German - A2