Marijan Snajdar

Hands-on Product Design Leader

EXPERIENCE

Bloom Studios, Amsterdam, NL — Head of UX

Dec 2025 – Current

I am leading UX and product design for two AI-driven SaaS platforms built from scratch: Studio Tools and Helium.

- Set the UX vision and design direction for both products
- Design them hands-on, from first concepts to shipped features such as the Studio Tools Fashion Module
- Establish continuous UX research to consistently raise the quality bar and remove user friction

Nuitée, The Netherlands (remote) — Product Design Director

May 2025 – Nov 2025

I led the design team (six colleagues) at a fast-growing travel technology company and set the standard for product quality.

- Mentored the designers and raised the bar for what the team shipped
- Made the case for design across product, engineering and commercial teams. Improved collaboration and processes.
- Took on the complex design problems myself, including sales support

Bttn, The Netherlands (remote) — Lead Product Designer

April 2024 – May 2025

I owned the user experience across Bttn's products and helped shape the roadmap.

- Led the overhaul of the e-commerce experience
- Built the design system
- Introduced design thinking to the organization and delivered its core UX artifacts

CONTACT & INFO

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LinkedIn Profile

PORTFOLIO

web-craftsman.com/#portfolio

LANGUAGES

Croatian: Native
English: Full Pro
Dutch: Elementary

SUMMARY

Product designer with over 20 years of experience solving complex UX problems in fintech, travel and e-commerce.

Routable, Croatia (remote) — Staff Product Designer

June 2022 – April 2024

I was the staff designer in the Payments & Risk pod, the team responsible for revenue from platform transactions.

- Shaped the roadmap and priorities with my product and engineering counterparts
- Designed payment initiatives directly, including bank account verification, faster payments and vendor-paid transfer fees
- Mentored less experienced designers

Shopify, Netherlands & Croatia (remote) — Senior Product Designer

April 2020 – May 2022

I co-led my team (around 10 colleagues in total) as one of its three leads, alongside product and engineering.

- Spotted and solved complex UX problems before they slowed the team down
- Led UX across several interdependent projects
- Interviewed candidates, onboarded new team members and mentored designers
- Wrote How to ask for design feedback at every stage of a project for the Shopify UX blog

Booking.com, Amsterdam, NL — Team Leader

July 2015 – March 2020

Team Leader for an average team size of six to eight colleagues.

- Worked across B2C and B2B: landing page optimization, affiliate marketing, accommodation partner products and payments
- Ran research end to end, from A/B tests and moderated usability sessions to data analysis
- Led and coached designers in Scrum and Kanban teams, and ran team and individual performance reviews

Booking.com, Amsterdam, NL — UX Designer

November 2013 – July 2015

Collaborated across multiple teams on brainstorming and ideation, visual interface design, interaction design, user experience, UX

research (including A/B testing, moderated usability testing, and data analysis), and prototyping.

My own design agency, Croatia — Owner and UX Designer

September 2010 – October 2013

Operating as a solo team, I oversaw project management, visual interface design, user experience, and front-end development. For specialized or complex engineering needs, I hired and directed external contractors to complement my technical scope.

Perpetuum Mobile, Croatia — Web Designer

June 2006 – August 2010

As my first official design role, this was where I learned the ropes of visual design, user experience, and front-end development. I also led client onboarding and training for our proprietary CMS platform.

MENTORING

Designlab (remote) — Design Mentor

September 2019 – November 2023

Alongside my full-time roles, I mentored students through the UX and UI Design courses: research methods, wireframes, journey maps and using data to make product decisions.

EDUCATION

Tehničko veleučilište, Zagreb — Bachelor, IT Design

September 2001 – September 2005

Algebra, Zagreb — .NET Programmer Specialization Course

June 2006 – August 2006

Educational course at Algebra

Algebra, Zagreb — Web Designer Specialization Course

June 2005 – August 2005

Educational course at Algebra