Hi, I'm Lazar Mladenović
Web3 Head of Product & Design

Innovative Head of Product & Design with **8+ years of experience** leading cross-functional teams to deliver **strategic**, **customer-focused solutions** that drive **growth** and **business success**.
Expertise in **Web3**, **blockchain**, **EdTech**, **cybersecurity**, and **fintech**, with a strong track record in **scaling products**, **boosting valuations**, and **crafting exceptional user experiences**.

Key Achievements:

- Scaled Kait's valuation from $1M to $20M and user base from 0 to 300,000+ students.
- Led product & design of wallets, TON-based games, DeFi, and NFT marketplaces, that resulted in boosting client adoption by 40%.
- Led Airbus' Skytra startup, securing partnerships with Kiwi.com and Nasdaq.
- Redesigned Trickest's core platform interface, simplifying workflows and increasing user adoption by 37%.
- Designed and launched Mimi, a children's app adopted by the Ministry of Education in the UAE.

✉ lazar@lazarmladenovic.com ↗
📞 +(381) 63 111 3547 ↗
🌐 www.lazarmladenovic.com ↗

in linkedin.com/in/mad0x/ ↗
mad0x23 ↗
t.me/mad0x23 ↗

Skills

Product & Design:

- Product Strategy
- User Experience Design (UX/UI)
- Blockchain (DeFi, NFT, DAO)
- Token Economics
- Agile & Lean Development
- Strategic Vision
- Market Research & Analysis
- Community Building
- Cross-functional Leadership
- Roadmapping
- Prototyping
- User-Centred Design
- Wireframing
- OKRs
- Stakeholder Alignment

Tools & Frameworks

- Figma
- Adobe Suite
- Jira
- Notion
- ClickUp
- Miro
- Design Thinking
- Hooked Method
- Business Model
- GIST Planning
- RICE
- Kano Method
- Google Analytics
- Mixpanel
- Open Sea
- Rarible
- Uniswap
- Metamask
- Exodus
- Mining experience

Experience

Kompot (web3 agency) - Chief Product Officer and Co-Founder
2018– 2025 | Belgrade, Serbia

- **Defined Web3 Product Strategies**: Developed roadmaps for 10+ blockchain projects, including wallets, TON-based games, DeFi platforms, and NFT marketplaces, driving a 40% increase in client adoption.
- **Scaled User Engagement**: Enhanced user engagement with intuitive designs and tokenomics, increasing retention by 35% and transaction volume by 50%.
- **Led Cross-Functional Teams**: Directed teams of 20+ designers, developers, and marketers to deliver projects with a 90% on-time completion rate.
- **Drove Ecosystem Growth**: Integrated Layer 2 scaling solutions and TON-based technologies, resulting in a 25% reduction in transaction costs for clients.
- **Optimized Product Metrics**: Optimized KPIs like TVL, user acquisition, and daily active users, achieving a 3x increase in platform usage.

Kait — Head of Product & Design
2023 – 2025 | Boston, MA, USA

- **Scaled User Base**: Grew Kait from 0 to 300,000+ active students, driving a 20x increase in valuation from $1M to $20M.
- **Enhanced Product Adoption**: Delivered AI-powered EdTech solutions that improved user retention by 45% and engagement rates by 60%.
- **Led Agile Development**: Managed cross-functional teams to build and launch adaptive learning features, achieving 95% on-time delivery for major updates.
- **Optimized Learning Outcomes**: Developed personalized training algorithms, boosting student performance metrics by 50% on average.
- **Secured Market Leadership**: Positioned Kait as a leading EdTech platform by integrating innovative AI and smart pen technology, increasing market share by 35%.

Trickest — Principal Product Designer
2022 - 2023 | Belgrade, Serbia

- **Secured $2M+ in Funding**: Played a pivotal role in product development and positioning, directly contributing to successful investment rounds.
- **Built Cutting-Edge Cybersecurity Tools**: Led the design and delivery of automated vulnerability testing platforms, increasing client efficiency by 40%.
- **Scaled User Adoption**: Developed user-centric features that drove a 3x growth in active users and expanded market reach.
- **Optimized Product Roadmaps**: Aligned product strategies with customer needs, achieving a 95% satisfaction rate among enterprise clients.
- **Drove Operational Efficiency**: Introduced streamlined workflows, reducing product deployment time by 30%.

Skytra (Airbus Startup) — Head of Product & Design
2020 - 2022 | London, UK

- **Secured High-Value Clients**: Spearheaded product strategies, securing major deals with Kiwi.com and partnerships with Nasdaq.
- **Developed Cutting-Edge Solutions**: Delivered innovative risk management and trading tools for the aviation sector, enhancing market adoption by 30%.
- **Drove Product Valuation**: Scaled the product from concept to market readiness, contributing to Skytra's recognition as a transformative platform in the aviation.
- **Led Cross-Team Collaboration**: Coordinated efforts between engineering, design, and business units to deliver products with 90% client satisfaction rates.
- **Streamlined Development**: Implemented agile workflows, reducing time-to-market by 25% for key product features.

Allio Fintech — Product Consultant
2021 – 2022 | New York, NY, USA

- **Drove Product Strategy**: Led the development of Allio's fintech solutions, resulting in a 30% increase in user acquisition and engagement.
- **Optimized Financial Tools**: Designed and launched savings and investment features, boosting transaction volume by 25%.
- **Enhanced User Experience**: Focused on intuitive UI/UX design, improving user retention by 40% within the first 6 months.
- **Collaborated with Cross-Functional Teams**: Worked closely with engineering and marketing to deliver fintech solutions with a 95% on-time delivery rate.
- **Secured Strategic Partnerships**: Negotiated partnerships with financial institutions, expanding Allio's market reach by 50%.

Mimi App — Lead Product Designer
2021 – 2021 | UAE

- **Led Product & Design**: Led the design and development of the Mimi app, adopted by the Ministry of Education for use in early childhood education.
- **Scaled User Base**: Grew the app's user base to over 100,000 children, enhancing engagement through interactive learning tools.
- **Boosted Learning Outcomes**: Integrated personalized learning experiences, improving educational results for children ages 3-6 by 25%.
- **Collaborated with Stakeholders**: Collaborated with educators to ensure the app met curriculum and educational standards.
- **Optimized Product Features**: Iterated on user feedback to deliver 5 major updates, increasing user retention by 40%.

+ many more...

Education

Crater Training Center
Animation, Interactive Technology, Video Graphics and Special Effects and 3D modeling
2020 - 2021

Megatrend University
International Economics and Marketing
2010 - 2015

Interests

Guitar   Martial Arts   Cars & Motorcycles   Dogs   Movies & TV Shows