

Luka Bendic

Product Designer

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EXPERIENCE

Crisp – Senior Product Designer

09/2025 – Present

- Solo designer behind Hugo, Crisp's AI support agent, shaping the product from early idea to public launch in six months.
- Led the full design direction across brand, web and product experience, helping Hugo become Product of the Day on Product Hunt.

Akkio – Founding Product Designer

08/2023 – 08/2025

- Joined Akkio as the founding designer, building the design system, product foundation and UX structure from Seed stage onward.
- Helped redesign the platform as it pivoted from AI data analytics into an AI product for media agencies, while scaling the design team to 7 designers.

Amazon – UX Designer

2022 – 2024

- Worked with the AWS Supply Chain team on early Amazon Q experiences, exploring how AI could support demand prediction, insight discovery and supply movement decisions.
- Contributed to the design system by reworking design tokens and components, helping keep complex enterprise workflows scalable and consistent.

Faliam – Founding Product Designer

11/2022 – 07/2023

- Joined Faliam as the founding designer and 8th employee, shaping the design foundation for a healthcare finance platform from Seed stage.
- Worked as the solo designer across product flows, design system and new tools as Faliam expanded from Procurement into Bill Pay, Analytics and Supplier Portal.

Afternow (formerly Balkan Brothers) – Product Designer

06/2021 – 10/2022

- Helped design BNED Connect, Barnes & Noble Education's first internal employee platform for news, events, directories and team updates.
- Shaped the design direction, core interface patterns and component library, turning an internal tool into a more polished employee experience.

EDUCATION

University of Split – Computer Science

09/2019 – 09/2020

VOLUNTEERING

DUMP Association of Young Programmers – Mentor & Designer

11/2018 – 11/2019

SKILLS

Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Adobe Lightroom, Cavalry, Rive, AutoCAD, SketchUp, Blender, Cinema 4D, Spline, Webflow, Framer, HTML, CSS, JavaScript, TypeScript

Aras Digital Products – Product Designer

06/2020 – 05/2021

- Designed product experiences for PRH Comics Retail, Penguin Random House's B2B platform for comic retailers.
- Shaped catalog discovery, title metadata and ordering flows, helping make a large publishing system easier to browse and use.

Beta&Co. – Junior Web Designer

05/2019 – 05/2020

- Designed digital identities and websites for hospitality clients across restaurants, hotels and cultural festivals.
- Created visual systems, layouts and brand-led web experiences that helped local businesses feel more polished and memorable.