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Product and Service Designer

With **6+ years of experience** designing products across **B2B, B2C, and C2C**, I'm passionate about turning **complex challenges into simple, meaningful solutions**. Guided by **curiosity, empathy, and research**, I thrive in **collaborative environments**, shaping products that feel **intuitive and purposeful**. Beyond work, practices like gymnastics and hiking have taught me **patience, discipline, and exploration**—qualities that shape my **design and life approach**.

Work Experience

Lead Product Designer - Wondrfly

Feb 2022 – Present

- Redesigned the **Conversion Funnel**, leading to a **70% higher CTR** and improved **CRO**.
- Led the **Discovery module** update, cutting **Time-on-Task by 50%** and increasing **Design ROI by 60%**.
- Built new **Pro monetization modules**, creating a new revenue stream and boosting **CLV**.
- Designed a **Trust-Builder flow** that raised **User Engagement by 60%** and accelerated sales.
- Improved **onboarding** with **AI-assisted tools**, helping users finish setup **70% faster** and reach **TTV sooner**.
- Added a **third-party import system**, reducing friction and growing **Profile Completion Rate by 85%**.
- Updated the **Homepage**, cutting **Drop-off Rate by 80%** and increasing **Conversion Rate by 75%**.
- Led the **Boost Program**, applying **Upselling UX patterns** to drive **65% potential revenue growth**.
- Explained **design choices** to directors, aligning UX with the **Product Roadmap**.
- Used **GA4** and **Hotjar** to identify pain points and perform **Heuristic Evaluations**.
- Partnered with **Marketing** on landing pages, increasing **Paid Acquisition Conversions by 60%**.
- Managed **Design Handoff** with developers, ensuring product matched designs and logic.
- Achieved **70% reduction in file sizes** and **60% efficiency gain in design system usage**.

Product Designer & UX Analyst - Aradbranding

Jan 2021 – Feb 2022

- Boosted **User Engagement by 40%** by redesigning **product pages** and improving **ratings/reviews layout** based on **User Feedback**.
- Increased **sign-ups by 65%** using **GA4** and **Hotjar** to identify friction and redesign the **Conversion Funnel**, including **sign-up flow** and **CTAs**.
- Improved **User Retention by 35%** by analyzing **Conversion Funnels** to optimize **Information Architecture (IA)** and **user journeys**.
- Increased **Accessibility (WCAG) by 40%** and satisfaction by designing **Light/Dark modes** for **desktop and mobile**.
- Shortened the **feedback loop** with **high-fidelity Prototypes**, aligning pre-users and developers on the product vision.
- Improved **Design Efficiency by 60%** and cut **file sizes by 70%** by rebuilding the **Design System** with **Atomic Design principles**.
- Ensured **100% implementation accuracy** by managing **Design Handoff** and collaborating with developers to verify **logic and UI**.

Contact

[Portfolio](#)

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Skills & Tools

Core Skills

- Product, UX & UI Design; CX & Responsive Design; Design Systems & Prototyping; Business Strategy & Competitor Analysis

Tools

- Figma, FigJam, Figma Make; ChatGPT, Claude Code, Gemini, Midjourney; Cursor, GitHub Copilot; Canva, Adobe Illustrator

Methods & Practices

- Wireframing & User Flows; User Research & Usability Testing; Agile & Scrum; Cross-functional Collaboration, Mentorship & Leadership

Analytics & Optimization

- Google Analytics (GA4), Hotjar, Microsoft Clarity; A/B Testing

Productivity & Workflow

- Trello, ClickUp; MCP Workflows; Vibe Coding

Education

- Google Data Analytics Professional Certificate
- Google UX Design Professional Certificate
- User Experience Research and Design Specialization
- Introduction to User Experience Design
- Bachelor's in English Translation