



DAGIJA KUGEVICIUTE

Product Designer

SUMMARY

Product designer with 4+ years of experience in B2B SaaS, e-commerce, and privacy tech. Skilled at simplifying complexity to deliver accessible, human-centered products informed by research. Brings a strategic mindset shaped by design systems, global experience, and close cross-functional collaboration.

EXPERIENCE

Product Designer — ZIVVER

Nov 2022 – present | Amsterdam, NL

- **Led design for the Freemium Limit project**, driving a 625% increase in signups (110 → 798) and new ARR growth from €30K to €137K in one month; achieved a 15% freemium-to-paid conversion rate.
- **Redesigned key revenue-driving experiences** — Conversation Starter for a major client, cutting support inquiries by 70%, and checkout flow, boosting new revenue 104% in the first month.
- **Improved eSignature adoption** by designing a signing order feature, growing small business usage from 30 to 100 clients.
- **Advanced accessibility and design systems**: delivered 14+ WCAG-compliant components and resolved 11 critical accessibility issues, raising WCAG 2.1 AA compliance by 20%.
- **Facilitated focused usability interviews** to uncover pain points that directly informed design improvements.
- **Mentored a design intern** for 6 months, leading to a full-time hire, and introduced recurring learning workshops to boost team alignment and design knowledge sharing.

UX/UI Designer — SPHER AB

Jan 2022 – Nov 2022 | Remote

- Led end-to-end design of a women's safety app over 11 months, collaborating with CEO, CTO, marketing and developers to accelerate early-stage development.
- Facilitated discovery sessions, prioritization workshops, and weekly reviews to align stakeholders and speed decisions.
- Conducted in-depth interviews with 5 users and synthesized insights using affinity maps and task flows.

Freelance UX/UI Designer — OPEN SOCIAL

Jul 2021 – Aug 2021 | Remote/NL

- Co-designed a responsive ticketing system during a 3-week discovery sprint to improve member engagement and support SaaS revenue.
- Delivered key UX documentation that supported an MVP direction and reduced implementation risk.

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- 📍 Netherlands

KEY SKILLS

Web & App Design

- Wireframing
- Prototyping
- Accessibility (WCAG)
- Info. architecture
- Personas
- UX Writing

Research

- User Research
- Market Research
- Data analysis
- Usability Testing
- Card Sorting
- Journey Mapping

Approaches

- Product strategy
- Agile collaboration,
- Workshops

Technical

- Basic HTML
- Basic CSS

TOOLS

Figma, Maze, GenAI, Hotjar, Adobe Creative Suite, Google Suite, Miro, Trello, Otter

LANGUAGES

Lithuanian — **Native**

English — **Fluent**

Japanese — **C1**

Dutch — **B2**

EDUCATION/COURSES

UX & Design in an AI World: Strategic Fundamentals

Certified Jul 2025 | Maven | Remote

Accessibility: How to design for all

Certified Nov 2023 | IxDF | Remote

UX/UI Design Bootcamp

Certified Jul 2021 | Ironhack | Remote

(BA) Japanese & Cultural studies

Sep 2010 – Jul 2014 | Newcastle University, UK | Exchange in Japan

Art School Certificate

Sep 2006 – Jun 2010 | A. Martinaitis Art School, Lithuania

INTERESTS

📷 Photography

🧠 Psychology

🌲 Nature

🌍 World cultures