



DAGIJA KUGEVICIUTE

Product Designer

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 Netherlands

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.

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
 Nature

Psychology
 World cultures