Introduce yourself and tell us about your background and experience in product design?

Thank you for having me! I bring over 10 years of international experience in the design industry, with a background that spans UX/UI design and graphic design. I've had the chance to work in different kinds of companies - agencies, big companies, startups, and as a freelancer—which really helped me develop a broad skill set and the ability to adapt quickly and take ownership something that's really useful in a startup environment.

I hold three degrees: a diploma in graphic design, a master's in design and marketing, and a diploma in web design and development. So I bring both creative and technical skills to every project I work on.

In my current role at **Glacier**, I am the solo designer on the team and take full ownership of the design for two AI-powered SaaS tools in the ESG space. I am responsible for everything from user research and UX UI design to user testing. And I also built most parts of the frontend using AI tool.

Before that, I worked at **Hallo Sonne**, an Austrian solar tech startup, where I led the design of a SaaS portal for installers. After launch, we received feedback that our target group — project managers and installer partners — had increased their project efficiency and profitability by 40%.

I also spent a year freelancing for various clients, offering a complete web service package. This included concept, content, design, SEO optimisation, and development. It means I delivered full websites from start to finish. Additionally, what can be interesting I amI regularly useing various AI tools and AI agents in my design workflow, which helps me work faster and more efficiently without compromising (compromising) quality.

Why new job. you are looking for a new job?

At Glacier, the core web product was an AI-powered CSRD reporting tool. However, since the EU regulations around CSRD reporting changed two months ago, Glacier has been facing financial uncertainty, because many clients are no longer interested in this type of solution.

Several key team members have already left, and I'm now also looking for a new, more stable opportunity.

Salary expectations?

Thank you for asking. Based on my experience as a Senior Product Designer, where I earned €71,000 annually in my last role, and considering the complexity of products, I'm targeting a salary of €75,000 to €80,000 per year. I'm open to discussing the full compensation package to align with the role's responsibilities.

What do you see as the biggest challenges in designing for the renewable energy sector, particularly for a platform like Exnaton's that empowers users to manage and share their energy?

One of the biggest challenges is translating complex energy data and systems into intuitive interface something that feels simple, and even engaging for everyday users. Most people aren't energy experts, so helping them understand where their energy comes from, how much they're using, or how they can share or save energy.

Another challenge is balancing different user types: prosumers, traditional consumers, utility companies — each with unique goals and technical knowledge. A design solution has to accommodate all of them without overwhelming anyone.

Important for next job. Your role. What is important for you in your next job?

The most important thing for me in my next job is an environment where I can learn from great people and develop my skills and experience. Also In my last position, I had a lot of responsibility and the opportunity to make decisions, which is why I am looking for an employer with a flat hierarchy and **an appreciation** for employees who can take responsibility themselves. In recent years, I have worked on projects where I was involved in all design phases, from concept to implementation. **This means I am not looking for a role** where a designer just sits and receives tasks, but rather I want to be actively involved in decision-making. Also for me it is very important to have interesting projects with complex UX/UI problems.

Which Ideal work environment are you looking for?

My ideal work environment is one where there's a strong sense of collaboration, openness to new ideas, and the ability to work autonomously. I enjoy working in a place where feedback is encouraged, and where I can continuously learn and grow. I prefer fast-paced and dynamic environments that also prioritize work-life balance. My Questions

Design process. How do you approach a new design project from concept to delivery?

Every web product is different, it means the design process varies. However, having a design process is very important, because it provides structured focus and direction.
My approach to a new project typically begins with a strong foundation in **understanding user needs and business goals**. For example, in my previous role at HS, when we were creating digital platforms, I started by collaborating closely with cross-functional teams, including product managers, stakeholders, developers, and the marketing team, to align on objectives. This step involved interviewing stakeholders to gather key information regarding the client's goals, target audience, brand identity, design preferences, technical requirements, and content needs.

Once objectives were set, I moved into user research and competitive analysis, gathering insights through user surveys. This phase helped shape the product vision and structure the user journey. Then I crafted detailed prompts for text-to-text AI tools to generate initial ideas based on the problem analysis.

The next step was creating visual prototypes. For the initial **iter**ations, I sometimes use text-to-image AI tools (like Uxpilot or Uizard) to quickly generate diverse visual prototypes based on input prompts. This accelerated the design process and provided a strong foundation for further iteration.

Next step is creating wireframe in Figma. If I have a design system I create high-fidelity prototypes in Figma. For HS, I purchased a design system from Material UI.

Once the high-fidelity prototype was ready, we conducted **user testing**. Aa Hallo Sonne we collaborated with an agency that provided suitable users based on our requirements, and I did interviews. We usually did a changes in prototype after each innerview. After the interviews, we prepared a presentation for the development team to ensure that technical implementation was feasible. In the last step I worked directly with developers for a seamless handoff.

This process ensures that the product remains (bleiben) user-centered and meets quality standards at every stage.

Can you give an example of a time you used data to inform a design decision?

Data is essential in refining a product based on real-world usage. One example from my role at HS was when we noticed a drop-off on an essential feature in our eCommerce platform—the solar panel configurator. Our Google Analytics data showed a significant drop-off at the final step of the configurator. We could see the drop-off, but we didn't know why it was happening. I decided to conduct a new round of user testing focused on this screen. After testing, we realized that most users couldn't understand the technical jargon.

After implementing changes to simplify the language, we saw a 15% increase in engagement for that feature. This experience reinforced (укреплять) the importance of data-driven design. However, **qualitative and quantitative research should work together: quantitative data reveals the problem, but only talking to users can explain why they encounter issues at specific points on the page.**

How do you ensure the insights you gather from user research are actionable?

User research is one of my favorite parts of the design process because it brings the user's voice into our work. In past projects, I've used both qualitative methods like user testing and surveys, as well as quantitative data from Hotjar and Google Analytics. For example, I worked on a business-critical feature aimed at improving conversion rates and user engagement. I conducted user interviews on an interactive prototype in Figma. After each interview, we adapted the prototype and showed the next user a revised (ревайзд) version. After six interviews, we

addressed major pain points and handed the final version to the development team for implementation.
After deployment, we analyzed data from Hotjar and Google Analytics and noticed a significant drop-off at a particular point. We then conducted user interviews focused on that screen and identified the cause of the drop-off. With this insight, we were able to solve the issue. **It's very important to use both research methods because quantitative data shows you where the issue is, while qualitative research explains why the issue occurs.**

Handle feedback. How can you handle feedback from stakeholders, especially when it conflicts with user research?

Balancing stakeholder feedback and user research is often a delicate process. When faced with conflicting feedback, I rely on user research and data to ground the discussion.

At Hallo Sonne, I encountered a situation where a stakeholder suggested a complicated user flow for our referral program. I conducted competitor research and reviewed best practices for referral programs, and found that a simple user flow was common across the board. I then prepared two versions of the referral program: a simple one and the complex version suggested by the stakeholder. We conducted user testing on the complicated version and found that users were not willing to go through the complex flow to refer their friends.

I presented the research findings and proposed a simpler version as a compromise. After the presentation, all stakeholders agreed to proceed with the simpler solution. I believe that transparency and open dialogue are essential in these situations, as they ensure that all perspectives are valued without compromising usability.

Improved a product feature. Tell me about a time you improved a product feature and saw measurable results.

In my last position at HS, I was responsible for enhancing the user flow on a platform designed for installers. Through user interviews, I discovered that our installer partners had difficulty accessing all the necessary information from our clients to quickly begin the installation process. I gathered all the important information they needed and displayed it as a table on the home page. I also added sorting and filtering functions to help installers quickly find the right customer.

After launch, we received positive feedback from users, who found the interface more intuitive and efficient. They could begin with the installation process much faster. This project demonstrated how targeted design improvements can significantly impact user engagement and productivity.

What's your experience collaborating with cross-functional teams, especially engineering and product?

Collaboration is essential, especially when working on complex products. I always aim to **involve cross-functional teams** early in the design process. For example, during the initial

discovery phase, I work closely with **product managers** to align on business goals and priorities. For example, at HS, I participated in weekly planning meetings where we prioritized features based on user feedback and business impact. Because for me it is very important to ensure that I understand the “why” behind the goals, so I can design solutions that are both user-friendly and strategically aligned.
As I develop wireframes and prototypes, I involve engineers to ensure that the designs are technically possible. **I also hold regular design reviews with stakeholders** to gather feedback and make necessary adjustments. To avoid any disconnect between design and development, I make sure to provide detailed design specifications and create clickable prototypes in Figma, which helps engineers understand the flow and interactions. We also had regular meetups during the implementation phase to address any design or technical challenges. I also maintained a channel in Slack with the engineering team to discuss technical constraints early in the process. This prevented misalignment and saved time by addressing potential issues proactively.

How do you prioritize tasks and manage deadlines, especially with tight timelines?

Effective prioritization is essential, especially in fast-paced environments in a start up. When working on a tight deadline at HS, I first clarified the core objectives with the product team, identifying which feature had the biggest impact.
I broke down tasks into smaller steps, prioritizing core functionalities before fine-tuning details. For example, during the design of a critical feature for our platform, I focused on completing the core layout and user flow first, conducting a quick inhouse user test with my colleagues to identify any major issues, and iterating rapidly. This approach allowed me to deliver high-quality work within tight timelines while managing other project aspects effectively.

How do you stay motivated when working remotely or managing a heavy workload?

I stay motivated by setting clear goals and maintaining regular communication with my team. **Breaking tasks into smaller milestones also helps me feel a sense of progress,** and I make sure to balance work with regular breaks to maintain my energy. When the workload is heavy, I prioritize based on urgency and impact.

Tell me something interesting that you don't mention in your CV?

Something interesting that I haven’t included in my CV is my passion for prompt engineering and using AI tools to enhance creative processes. Over the past year, I’ve been experimenting with AI-driven design tools and prompt-based models to streamline design workflow. For example, I’ve used for the last client AI to create content, create Images, create first different ideas. This passion for using AI has not only sped up my work but also inspired new ways of thinking about design solutions.

Biggest strength and weakness?

My biggest strength is my ability to balance creativity with practicality, ensuring that designs are both innovative and functional and meet users and business goals.

My weakness is that I sometimes get too invested in perfecting small details, but I've been working on improving my ability to prioritize and focus on the bigger picture.

Apps experience?

I designed a mobile app one time. It means I know a mobile-specific principles, such as designing for touch interfaces, optimizing user flows for smaller screens, and following platform guidelines like Apple's Human Interface Guidelines and Google's Material Design.The fundamental principles of user-centered design, accessibility, and optimizing for smaller screens are the same, so I'm confident I can apply my skills effectively to mobile app design.

Specific regulatory requirements?

Yes, I have worked on a product that had to meet specific regulatory requirements. While my experience was in the context of a solar panel installation company, I was involved in projects that required adherence (edhirence) to various regulations, including electrical safety standards, and environmental regulations. This experience has equipped me with a strong understanding of the importance of regulatory compliance and the processes involved in ensuring product safety and quality. I believe that my experience in navigating regulatory requirements in the solar panel industry can be applied to the pharmaceutical industry, where compliance with safety and quality standards is paramount.

How do you measure the success of your UX designs?

I measure the success of my UX designs through a combination of user feedback, analytics, and achievement of business goals. I track metrics like engagement, conversion rates, and user satisfaction to determine how well the design is performing. Finally, the success of a UX design should be tied to the goals of the project and the needs of the user.

How do you ensure your designs are scalable for future updates?

Scalability starts with creating a solid foundation. I rely on good design systems and reusable components to ensure consistency and flexibility. For example, I expanded the Material UI design system at HS. This design system had a pre built components in react and wie synchronised a changes in figma through the figma token with code using storybook. Our Frontend Developer were really happy with it because mostly component were pre built and the synchronisation was easy.

How do you ensure your designs are feasible for implementation?

I involve developers early in the design process to discuss technical constraints and feasibility. At HS, I held regular design-developer syncs to get feedback on complex interactions. This saved time later by aligning designs with what was technically achievable.

What's your approach to working with developers to ensure smooth design handoffs?

I ensure all assets, components and pages in Figma are well-organized. For example, at HS, I saved in ticket for developers a link for interactive prototype. Also I put a detailed description in ticket about new feature, our developers realy liked this approach. Also we discussed in Backlog Refinement meetings all questions from developer site together.

Accessibility, any experience?

1. High contrast ratio between text and background
2. Minimum font size of 16px for body text to ensure readability for all users. I also use clear, legible fonts
3. I write Alt Text for Images, This helps screen readers describe images to visually impaired users.
4. I organize the content using semantic components, like Header, Footer, Section, and Nav.
5. I ensure all interactive elements (buttons, links, forms) are accessible via keyboard