



Kristaps Krūze

A product designer based in Latvia with 10+ years of experience creating digital products people enjoy using. I design end-to-end experiences, from concept to launch.

I bring passion and persistence to every project - whether it's my own ventures or client work - and thrive on turning complex problems into elegant, user-friendly solutions.

Throughout my career, I've worked on diverse projects that challenge me to balance usability, business goals, and design innovation.

Contact

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Languages

English

Professional Working

Latvian

Native or Bilingual

Professional experience

2025
2018



Lead designer

Centus (Dubai, Remote)

Localization-management platform. Led end-to-end product; defined IA, translation workflows, roles/permissions, and collaboration patterns; designed Figma & GitHub integrations; directed marketing/illustration work and design QA across releases.

2023 - 2025



Lead designer

Inzpire (Norway, Remote)

Influencer marketing platform. Owned desktop and mobile for creator discovery, campaign setup, payments, and reporting across Snapchat, Instagram, TikTok, and YouTube. Rebuilt setup and management flows (cut setup time ~60% and management ~40%), redesigned reporting for actionable insights/exports, and strengthened discovery with better filters, relevance, and shortlisting in tight partnership with product and engineering.

2022 - 2023



Lead designer

Paynt (Riga, Latvia)

European payments acquirer. Owned ISO onboarding platform, POS apps, and marketing site; set up processes and a design system to align product and brand; led the Paydoo → Paynt rebrand with Asketic and streamlined merchant onboarding.

2018 - 2021



Lead designer

Chip (Great Britain, Remote)

Automated savings app. Set up design practice and led the 2.0 rebrand; designed iOS/Android with conversational UX; owned the marketing site and launch assets.

2018

Professional experience

2018
2012



Product designer

Showroom (USA, Hybrid/Remote)

Platform enabling interior designers to create their own furniture lines and grow their brands. As the first design hire, I worked on UX/UI across iOS and web apps, a warehouse management system, and brand/marketing collateral, managing design systems, handoffs, and more. My work contributed to increasing inventory accuracy from 40% to nearly 98%.

2015 - 2018



Product designer

Yupp (Canada, Hybrid/Remote)

Social phonebook/contacts platform. Owned iOS/Android apps, web, and digital/print collateral from concept to shipped UI; delivered interaction/visual systems and assets.

2013 - 2015



Product designer

CDI (Riga, Latvia)

IT solutions firm. Designed web and mobile apps for internal and external projects, including the website for the Ministry of Justice of the Republic of Latvia.

2013



Product designer

Draugiem Group (Riga, Latvia)

Technology company. Contributed UI for multiple web and mobile initiatives, including the draugiem.lv Windows Phone app.

2012

Side projects

**Co-founder**

heywisp.com

AI companionship platform where users match, chat, and build relationships with lifelike AI characters. Led product and design from concept to launch; defined interaction models, visual identity, and UX for swiping, messaging, and more.

2025

**Co-founder**

eloking.com

Game-boosting platform connecting players with professional gamers. Led product and design across web and internal tools; built core systems for orders, loyalty rewards, and real-time chat; crafted a transparent, high-trust UX and cohesive brand identity. Designed and optimized flows contributing to a 5/5 Trustpilot rating (1K+ reviews) and scaled traffic to 250K+ monthly visitors through features that improved retention and credibility.

2021 - 2025