



Kristaps Krūze

Product designer with 10+ years building and leading end-to-end design for SaaS, fintech, and consumer apps; strong in information architecture, design systems, and hands-on UX/UI from concept through launch.

Contact

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Professional experience

Lead designer

Centus (UAB, 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 - 2024

Lead designer

Inzpire.me (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

Product designer

Showroom (USA, Hybrid/Remote)

Platform for interior designers to create their own furniture lines and build their brands. As first design hire, worked across iOS/web app, internal ERP, and brand/marketing collateral - owning UX/UI, design systems, and handoff.

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

Side projects

Aa Name	☑ Active	🔗 Link	🕒 Timeframe
✓ Eloking eSports Platform	☑	eloking.com	2021 – today
✓ Wisp - AI Companion	☑	heywisp.com	2025