

Senior Product Designer with 8+ years of experience engineering complex software ecosystems, data-dense B2B SaaS platforms, and high-performance operational workflows.

Specialized in translating high-density technical requirements and real-world system constraints into predictable, high-trust interaction models. A deeply technical systems thinker who collaborates seamlessly with engineering, data science, and product squads to scale production-ready UI components and optimize the design-to-code delivery lifecycle.

I am self-motivated, autonomous and a team-player.

SKILLSET

Tools

- Figma
- Adobe Suite
- Asana, Jira, Confluence ...

I speak

- Slovenian (native)
- English (C2)
- German and Portuguese (B1)

Design & Systems

- B2B SaaS Architecture
- High-Density Dashboard Design
- Component-Driven Design Systems
- Edge Case & Failure State Mapping
- Data Visualization
- Accessibility (WCAG)

Available for hybrid, on-site, and remote work.

References available on request.

Portfolio available at: www.analipovsek.eu and more on LinkedIn: www.linkedin.com/in/ana-lipovsek

EXPERIENCE

Product designer – Heureka Group

Mar 2020 – May 2026

- Owned the end-to-end design strategy for data-dense B2B SaaS architecture and internal operational management tools across 9 European markets.
- Leveraged Google AI Studio to accelerate the B2B SaaS prototyping lifecycle; engineered structured system prompts to generate context-aware UI layouts and validate complex e-commerce patterns.
- Bridged the gap between UX ideation and front-end engineering by using AI orchestration to output structured JSON and foundational component logic, drastically reducing initial prototyping cycles.
- Translated dense technical requirements, algorithmic data structures, and multi-stakeholder workflows into high-trust, failure-proof operational dashboards for technical operators.
- Partnered directly with engineering, data science, and leadership to establish core design systems and interaction patterns from the ground up.

Project Manager in Product Department - Styria digital marketplaces

Mar 2017 – Mar 2020

- Architected end-to-end interaction models and service journeys for high-volume digital platforms, optimizing complex multi-stakeholder workflows.
- Spearheaded zero-to-one product design, integrating real-time location/tracking mechanics and complex notification logic into major mobile applications.
- Engineered immediate digital feedback systems and signal logic to guide real-time user behavior under complex system constraints.

Lead UX/UI Designer - Kuponko.si

Sep 2015 - Feb 2017

- Established high-velocity design workflows to carry ambiguous concepts through to rapid prototyping and live production in fast-paced, high-stakes environments.
- Overhauled critical application flows, system guidelines, and visual hierarchy to maximize layout legibility, performance, and user trust.

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