

Irina Csapo | Product Designer

Designing experiment-driven, high-impact web & mobile experiences

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SUMMARY

Currently, Product Designer at Omaze UK with 14+ years' experience designing experiment-driven digital products that balance user needs with commercial growth. I work across discovery, UX/UI, and optimisation to deliver end-to-end journeys on high-traffic web platforms, driving conversion uplift, reducing friction in key funnels, and supporting retention and churn-prevention initiatives. With a strong technical foundation and product-led mindset, I collaborate closely with Product, Engineering, and Growth teams to test hypotheses, iterate quickly, and ship measurable improvements. I'm motivated by thoughtful design, clear success metrics, and building effective products through collaboration, experimentation, and continuous learning.

SKILLS

- **Figma, Webflow, Miro, Notion, Slack, Dynamic Yield, Recharge**
- **Adobe Suite** (Photoshop, Illustrator, InDesign, After Effects)
- **UX & UI:** Wireframing, Prototyping, User Journeys & Flows, User Research, User Testing, User Stories
- **HTML, CSS, Javascript**
- **Visual Design:** Logos, Branding, Typography, Layout, Hierarchy, Proportion, Colour
- **Motion Design** (After Effects, Rive.app, SVGator)
- **Webflow & WordPress**
- **Other:** Dotmailer, Hubspot, Mailchimp, Excel, Word, Powerpoint, Google Drive Suite

EXPERIENCE

Omaze UK | May 2024 - Present

Product Designer | Designing experiment-driven, high-impact web & mobile experiences

- Designed experiment-led product experiences across web and mobile that balance user needs with business growth
- Improved clarity, conversion and engagement across acquisition and subscription funnels
- Reduce friction across key user funnels, with a focus on acquisition, subscription, retention and loyalty journeys
- Support churn prevention and performance optimisation initiatives through continuous testing and iteration
- Design end-to-end journeys across discovery, UX/UI, and optimisation for high-traffic web surfaces

Tappable | Oct 2020 - March 2024

Product Designer & Webflow Developer | Focused on designing mobile and web apps

- Fast-paced web and mobile agency environment, managing multiple client projects in parallel
- Designed web and mobile applications across finance, IoT, fitness, and healthcare sectors
- Produced end-to-end UX deliverables, including user journeys, wireframes, interactive prototypes and visual design
- Designed, built, and maintained Webflow websites and conversion-focused landing pages

Sodexo | Sept 2016 - Oct 2020

Senior Digital & Motion Designer focused on Marketing / Employee Benefits

- Busy in-house studio role, multitasking several creative projects a week
- Created multiple design assets for B2B, B2C, incentive and recognition platforms
- Used UX and UI to improve digital platforms and apps
- Nurtured relationships with account managers, clients and web development teams
- Researched, wrote and presented various projects to senior stakeholders
- Mentored junior designers and staff

DAPA | Jan 2015 - Sept 2016

Digital / Graphic Designer focused on SEO and conversion

- Lead web / graphic designer for various in-house projects
- Created websites & landing pages, heavily focused on lead generation, increased conversion and SEO page rank optimisation
- Created logos, branding and printed assets for various clients

EDUCATION

Data-Driven Design

DesignLab.com

June- 2025

- Insightful course about using product data to inform design decisions, experimentation, and optimisation across various design lifecycles
- Applied data-driven insights to demonstrate business impact, support decision-making, and influence stakeholders

Designing UX for Emotion, Empathy & Inclusion Workshop

School of UX, London

September 2020

- Workshop on empathy-led, inclusive experience design and trust-building for products
- Psychology and emotion-driven approaches to create engaging experiences

UX, UI, Prototyping & Wireframing

School of UX, London

September 2020

- Hands-on and insightful course into UX, UI, prototyping, user research & user testing
- Gained invaluable knowledge of UX/ UI tools and resources
- Taught by senior UX designers with 15+ years of experience

Bachelor of Arts (BA) Photographic Arts

Westminster University, London

2009-2012

- Photographic, Film & Digital Arts, Practical Theory
- Graduated with a 2:1 (Upper Second Class Honours Degree)

Bachelor of Science (BSc) Communication, Advertising and PR

West University, Timisoara

2005-2008

- Focus on Journalism, Social Science, Advertising and Public Relations
- Graduated with a 2:1 (Upper Second Class Honours Degree)

INTERESTS

- Passionate about product, UX, UI design and the many forms it comes in
- Perpetual learner, interested in digital trends, current affairs, politics and arts
- Passionate about Art, Music, Film, Cinema, Pop Culture and online-based entertainment