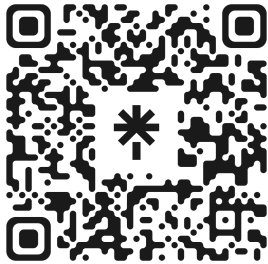


Irina Csapo | Snr. Product Designer

Shipping Growth, Conversion, Engagement | Maker of Delightful Things



London, UK

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Product Designer with 15+ years shipping growth-focused web and mobile experiences across healthtech, e-commerce, and fintech. I translate complex metrics, business goals, insights and user needs into conversion flows, onboarding systems, and retention experiments that perform - at Omaze, my designs contributed to £1.5m revenue uplift and measurable improvements in CVR and churn. I work embedded with engineering, CRO, and growth teams from brief through handoff, designing testable solutions grounded in data.

Outside corporate work, I build irina.love - a collection of AI-powered apps exploring technology, emotion, and delight. I'm also a mixed-media artist working with e-waste and collage. Both practices share the same impulse - to create things people love.

SKILLS

- **Figma, Webflow, Framer, Adobe Suite** (Photoshop, Illustrator, InDesign, Lightroom, After Effects)
- **AI Tech Stack:** Claude (research, strategy assistant), Claude Code (coding), Lovable, Figma Make
- **UX & UI:** Wireframing, Prototyping, User Journeys & Flows, User Research, User Testing, User Stories
- **Visual Design:** Logos, Branding, Typography, Layout, Information Hierarchy, Proportion, Colour
- **Motion Design** (After Effects, Rive.app, SVGator)
- **Programming languages:** can read, write and edit **HTML, CSS and JavaScript**

EXPERIENCE

Fertifa UK (Employee Health Benefits Provider) - London, UK

April - August 2026

Senior Product Designer

- Designed a multi-stage account creation flow with dual email verification (personal + employer), balancing healthcare compliance with low-friction onboarding
- Defined modular onboarding logic across variable benefit packages, designing conditional flows that surfaced relevant entitlements without cognitive overload
- Created a personalised dashboard system with dynamic content states, surfacing relevant benefits and actions based on onboarding responses and employment package tier
- Partnered with engineering to translate complex conditional logic into implementable interaction design patterns

Omaze UK (Conversion, Experimentation & Subscriptions)- London, UK

May 2024 - March 2026

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

- Launched new draw product, driving +35% conversion uplift and £1.5m revenue in December 2025
- Increased add-on attachment rate by 27% through improved placement, value framing, and UX clarity across e-commerce discovery, acquisition, and subscription flows
- Reduced subscriber cancellations by 9.5% in 3 months via redesigned cancellation-retention flows
- Partnered with CRO to design A/B and multivariate test variants, translating business goals and user needs into testable hypotheses
- Shipped iterative improvements to PAYG and subscription funnels using agile experimentation cycles

Tappable (Web and Mobile Development Agency) - Milton Keynes, UK **Oct 2020 - March 2024**
Product Designer & Webflow Developer | Focused on designing mobile and web apps

- Designed end-to-end web and mobile apps across finance, healthcare & hardware-connected devices
- Designed brand identity assets, high-res wireframes, interactive prototypes and visual design
- Designed, built, shipped and maintained Webflow websites and conversion-focused landing pages
- Created animated icons and assets for apps (After Effects, Rive.app)

Sodexo (Employee Benefits Provider) - Milton Keynes, UK **Sept 2016 - Oct 2020**
Senior Digital & Motion Designer focused on Marketing / Employee Benefits

- Created multiple design assets for B2B, B2C, incentive and recognition platforms
- Used UX and UI to improve digital platforms and apps
- Partnered with account managers, clients, and development teams to align design decisions with client business goals
- Presented design rationale and user research findings to senior stakeholders to secure buy-in for platform redesigns
- Mentored junior designers and staff

DAPA (Digital, SEO & Conversion Agency) - Northampton, UK **Jan 2015 - Sept 2016**
Digital & Graphic Designer focused on SEO and conversion

- Led web and graphic design for in-house digital projects
- Built conversion-optimised landing pages and websites focused on lead generation and SEO performance
- Created logos, branding and printed assets for various clients

MENTIONS & ACHIEVEMENTS

ZOE - Women in Tech Hackathon **July 2026**
Product Designer/UX/UI/AI - Designed and prototyped an AI-powered misinformation decoder for wellness content, addressing trust and clarity in health decision-making, built end-to-end in 48 hours -
<https://irinacsapo.github.io/zoe-hackathon-app/> - <https://zoe.com/>

Milton Keynes Geek Night **June 2026**
Speaker - **Tender Tech: Joy, E-Waste and the Art of Delightful Making**
<https://mkgeeknight.co.uk/events/mkgn-56#Irina>

Irina.Love **February 2026 - Present**
A collection of small AI-powered apps designed to make people feel joy and perspective, where I experiment freely at the intersection of technology, design, and tenderness
<https://irina.love/>

Bucharest Collage Festival **October 2025**
Exhibiting Artist on the theme of "The New 20's"
<https://collagefestival.ro/>

EDUCATION

Data-Driven Design **June 2025**
DesignLab.com

- In-depth 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

Designing UX for Emotion, Empathy & Inclusion Workshop**September 2020**

School of UX, London

- 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**September 2020**

School of UX, London

- 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**2009-2012**

Westminster University, London

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

Bachelor of Science (BSc) Communication, Advertising and PR**2005-2008**

West University, Timisoara

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