

Gytis Markevičius

Lead Product Designer · Fractional Head of Design · Toptal Expert (Top 3%)

hi@gytismark.com · +370 673 99237 · Lithuania · gytismark.com · linkedin.com/in/markevicius-gytis

Over nearly 10 years, I've partnered with companies such as Steady, Tailwind, and EvenFi, private clients such as Jim McKelvey of Square and Shaquille O'Neal, and startups worldwide. I create smart and intuitive digital products — from AI-driven fintech solutions to complex data-driven applications in healthcare and renewables. With a background in psychology and neuroscience, I bring a scientific approach: testing ideas rigorously and following a time-tested design process.

EXPERIENCE

Founder & Head of Product Design

Feb 2020 – Present

GytisMark Studio

GytisMark is a design studio building digital products that are smart, innovative, aesthetic, and humane. For 9+ years, I've partnered with companies like Shell, BP, Tailwind, and Evenfi, and private clients like Jim McKelvey of Square — from AI-driven marketing apps to fintech solutions to stealth startups with groundbreaking ideas. Senior AI product designer, end-to-end.

- I ramp up fast — even on complex products. No weeks of orientation; producing real work in the first days.
- I adapt to your workflow — plug into your process and tools, over-communicate by default.
- Broad experience applied to your problem — years across teams and industries means I rarely start from zero.

Freelance Senior Product Designer

Mar 2017 – Present

Toptal · Top 3% globally

- Embedded design work across fintech, healthcare, education, and sustainable energy
- User research, interaction design, prototyping, and stakeholder-facing design strategy

Freelance Senior Product Designer

Oct 2021 – Present

A.Team

- Built a proof-of-concept Gmail plugin for Jim McKelvey (founder of Square) on an extremely tight timeline

Senior Product Designer

Oct 2025 – Present

elicėjus

Ongoing design partner for an AI-powered math learning platform used by 40,000+ students and 160+ schools across Lithuania — one of the most widely-used EdTech products in the country.

- Designed student badge lifecycle system, gap indicators, and adaptive test flows
- Led KTU motivational research experiment — 3 distinct result screen variants tested on live students
- Built Prottau admin reporting module: session completion, performance data, school-level views
- Evolved the design system: primary color migration, typography standards, icon consolidation

Senior Product Designer

Feb 2025 – May 2026

Cohere Commerce

Solo embedded designer for a B2B retail intelligence SaaS — two years, four user types, two complete redesigns as product pivoted toward enterprise retail chain buyers.

- Rebuilt design system from scratch — replaced two fragmented component libraries with one unified system
- Designed 4 buyer workflows: scouting, vetting, monitoring, and AI-powered vendor reporting
- Designed the Cohere Score: an 8-dimension retail-readiness benchmark with AI review analysis
- Shift to data-forward visual language positioned product against well-funded enterprise competitors

Product Designer

Aug 2023 – Feb 2024

Steady (SteadyIQ)

Leading US provider of 1099 and Gig Income Verification. Worked across two products.

- Income Passport: personas, user flows, wireframes, and prototypes to improve gig worker accessibility
- Management Portal MVP: internal caseworker dashboard, role management, and report review interface
- Delivered complete Figma handoff documentation and design system for development team

Senior UX Designer

BPTI

Jun 2022 – May 2024

- Led a UX/UI team designing products for the military and defense sector
- Oversaw full design process: research, strategy, ideation through developer handoff
- Collaborated with international partners across Lithuania and NATO-aligned organizations

Senior UX Designer

Tailwind

May 2022 – Feb 2023

Designed UX for an AI-powered (ChatGPT) digital marketing SaaS — among the first products to integrate generative AI into a consumer content workflow.

- Integrated AI content generation into core flows; improved engagement and reduced time-to-output
- Conducted extensive user research to validate AI feature design

Senior UX Designer

EvenFi

Jan 2022 – May 2022

- UX audit and full redesign of a P2P crowdlending fintech platform
- Optimised information architecture and investment discovery for beginner and professional investors

Senior Product Designer

Mintra (OCS)

Nov 2020 – Jul 2022

OCS supports 2.2M+ seafarers and energy workers in safety-critical industries. Redesigned two major products.

- Talent management system: recruitment, L&D, performance management, and compensation modules
- Training Portal: question bank, 3-mode exam builder, proctoring, and crew evaluation tests (CES)
- Mapped every state and transition before designing — preventing failures in compliance-critical workflows

Senior Product Designer

Miles Lithuania (Lifeplanner)

Oct 2020 – Mar 2022

- Led redesign of a personal document management web app — file storage, onboarding, payment integration
- Outcomes: +28% signups · +38% user satisfaction · +25% user acquisition

UX/UI Designer Remote Product Designer

Arnlea Systems Ltd

Oct 2017 – Jan 2021

3+ years across two roles, progressing to leading product design for Intrinsix — an equipment integrity platform for hazardous environments used by multinational clients.

- Redesigned complex data-driven application architecture and visual language
- Field research, persona development, and information architecture redesign
- Product relaunch improved inspection speed and accuracy; reduced paperwork and carbon footprint

EDUCATION

BSc Neuroscience with Psychology (Hons)	University of Aberdeen · 2012 – 2016 · UK
Interaction Design Specialization	Coursera / UC San Diego · Online
Full-Stack Web Development	Udemy · 2017 · Online
Graphic Design & Applied Arts	Lithuania School of Arts · 2009 – 2011

SKILLS & TOOLS

Core	Product Design · UX/UI Design · Interaction Design · Design Systems · User Research · Usability Testing · Information Architecture · Prototyping · Wireframing
Domains	B2B SaaS · AI-Powered Products · Fintech · Data Dashboards · EdTech · Defence · Healthcare · Enterprise Platforms · E-learning
Tools	Figma · Webflow · Sketch · Google Analytics · Notion · Jira · Asana
Languages	Lithuanian (Native) · English (Full Professional) · Russian (Limited Working)