GYTIS MARKEVIČIUS

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PROFESSIONAL SUMMARY

Strategic UX leader specializing in user-centered design, design systems, and AI-powered products for regulated industries. Expert at driving design excellence, stakeholder engagement, and cross-functional collaboration across global teams to deliver intuitive digital solutions.

WORK EXPERIENCE

elicėjus — Product Designer

Oct 2025–Oct 2026

- Led the design of a motivational research experiment by creating and testing three user flows
- Developed reporting and analytics tools for teachers, including an admin module integrating session completion and performance data
- Optimized content presentation, knowledge gap indicators, and adaptive test flows to enhance student learning
- Developed high-fidelity interactive prototypes using advanced design tools to validate complex user interactions before development
- Coordinated with product managers and engineers to define scalable design workflows that improved cross-team collaboration efficiency by **22%**

Cohere Commerce — Senior Product Designer

Feb 2025–May 2026

- Led all design efforts and collaborated with engineers to rebuild the design system serving over 50,000 users
- Introduced improved QA checks, reducing post-release bugs by 17%
- Consolidated two component libraries into a unified design system
- Designed four buyer workflows—scouting, vetting, monitoring, and AI-powered vendor reporting—to guide users through their journey
- Monitored user adoption and error rates through analytics dashboards after launching the unified system
- Integrated AI-generated analytics across the platform
- Shifted to a data-forward visual language to position the product competitively

Steady (SteadyIQ) — Product Designer

Aug 2023–Feb 2024

- Designed features for a portal accessed by more than 20,000 gig workers
- Improved report review efficiency by 23%
- Reduced onboarding time for new users by 37%
- Increased caseworker processing speed by 29% while ensuring industry standards compliance
- Developed a Management Portal MVP with an internal dashboard, role management, and report review interface

- Created personas, user flows, wireframes, and prototypes for Income Passport to improve accessibility
- Collaborated with a cross-functional team of eight to deliver a Management Portal MVP used by over 500 caseworkers
- Delivered comprehensive Figma handoff documentation and a design system to development

BPTI — Senior UX Designer

Jun 2022–May 2024

- Led the complete design process from research and strategy to ideation and developer handoff
- Managed a remote UX/UI team across three countries, coordinating stand-ups and milestones in multiple time zones
- Applied user-centered design principles for a defense-sector product, ensuring NATO security compliance
- Mentored two designers, improving usability across two product releases

Tailwind — Senior UX Designer

May 2022–Feb 2023

- Incorporated AI content generation into workflows to enhance engagement and reduce time-to-output
- Validated AI feature design through user research
- Conducted heuristic evaluations and usability testing sessions with diverse user groups to identify pain points and inform iterative design improvements
- Collaborated with product managers and engineers to define accessibility standards, resulting in compliance with WCAG 2.1 guidelines across all platforms
- Developed detailed user journey maps and personas based on qualitative and quantitative data, improving feature prioritization and user satisfaction metrics
- Implemented advanced analytics tracking within prototypes to gather real-time user interaction data, informing data-driven design refinements

EvenFi — Senior UX Designer

Jan 2022–May 2022

- Optimized information architecture and investment discovery processes for investors at all levels
- Conducted a UX audit and lead the full redesign of a P2P crowdlending fintech platform
- Analyzed user feedback trends using advanced qualitative methods to uncover latent needs, driving the development of innovative feature concepts
- Conducted competitive UX benchmarking analyses to identify market gaps and inform strategic product enhancements

Mintra (OCS) — Senior Product Designer

Nov 2020–Jul 2022

- Improved workflow efficiency by 29%
- Coordinated with legal, HR, and IT teams to redesign compliance workflows affecting over 10,000 users
- Contributed to an 18% reduction in audit findings year-over-year through enhancements
- Maped all states and transitions prior to design to prevent failures in compliance-critical workflows
- Designed talent management modules including recruitment, learning, performance management, and compensation
- Led redesign of compliance-critical modules for healthcare clients, resulting in ISO 9241-210 certification
- Led user-centered research and iterative prototyping for talent management modules

Miles Lithuania (Lifeplanner) — Senior Product Designer Oct 2020–Mar 2022

- Achieved a 28% increase in signups, a 38% improvement in satisfaction, and a 25% growth in acquisition
- Implemented A/B testing across more than fifteen user flows; selected the highest-performing flow to increase session completion by 42%
- Led redesign of a personal document management web app, enhancing file storage, onboarding, and payment integration
- Mentored junior designers through structured design critiques and workshops, enhancing team skill levels and accelerating project delivery timelines

GytisMark Studio — Founder & Head of Product Design Feb 2020–Present

- Eliminated onboarding time by enabling production of real work within days
- Integrated with client workflows and tools for consistent communication
- Leveraged cross-industry experience to solve problems efficiently without starting from scratch each time
- Led client projects remotely using virtual sprints and stakeholder workshops via video conferencing platforms
- Partnered with Growthmode marketing agency to drive business value for clients globally across luxury retail, mobile apps, IT solutions, and more
- Conducted design workshops for remote/on-site teams to create MVPs and proofs-of-concept
- Provided product growth consulting services
- Led design leadership training and education campaigns

A.Team — Freelance Senior Product Designer Oct 2021–Present

- Build a proof-of-concept Gmail plugin for Jim McKelvey (founder of Square) under tight timelines with technical limitations
- Designed and implemented user interface prototypes to validate new feature concepts within constrained technical environments
- Implemented responsive design strategies to ensure consistent user experience across multiple devices and platforms

Toptal — Freelance Senior Product Designer Mar 2017–Present

- Led user research, interaction design, and prototyping, and developed strategies for stakeholders
- Contributed expertise across fintech, healthcare, education, and sustainable energy sectors
- Delivered high-value services to companies in the US, Europe, and Asia
- Utilized Slack for daily communication, Zoom for meetings/design reviews, and Figma for collaborative prototyping with global teams

Arnlea Systems Ltd — UX/UI Designer Remote Product Designer Oct 2017–Jan 2021

- Relaunched product to enhance inspection speed/accuracy while reducing paperwork/carbon footprint
- Conducted field research; developed personas; redesigned information architecture
- Revamped architecture/visual language of complex data-driven application

EDUCATION

University of Aberdeen, Aberdeen, UK 2016
Bachelor of Science in Neuroscience With Psychology

CORE SKILLS

Product Design, Interaction Design, User Research, Usability Testing, Information Architecture, Wireframing, Prototyping, Design Systems, Figma, Webflow, Collaboration

CERTIFICATIONS

Interaction Design Specialization, Coursera / UC San Diego

LANGUAGES

Lithuanian (Native), English (Fluent)