



Ilva Mishtaku

Senior Product/UX Designer,
End-to-End Journeys, Digital Ecosystems
& AI-Supported Design, Complex B2B &
E-Commerce Flows



+31613216784



www.ilvamishtaku.com



ilva.mishtaku@gmail.com

Profile

Strategic, experiment-driven Senior Product Designer with 10+ years across product, service, and systems design. What I mostly care about is figuring out what matters and turning strategy into experiences that work end to end, across touchpoints, and the whole journey. I've worked on both sides: complex B2B ecosystems (Philips, ASML, Wavin, Boels Rental, enterprise accounts at Valtech) and high-scale consumer e-commerce, currently leading conversion and growth work at Loop Earplugs, where experiments have driven measurable revenue impact. I move easily between research, service design, product, engineering and business, and I use AI-assisted design tools to move faster from idea to validated work.

Skills

- Figma, prototyping, dev-ready design
- AI-assisted design
- UX Thinking, Data Analytics and UX Testing
- Stakeholder management, Agile/Lean
- English, Italian, Greek, Albanian

Work Experience

2024- Present

Senior UX, Growth Product Designer(Ecom)

📍 Amsterdam, The Netherlands

loop

LOOP EARPLUGS

As a Senior UX, Growth Product Designer at Loop Earplugs, I drive conversion and growth through data-informed design and structured experimentation, across the full ecommerce journey, from discovery and product pages through guided selling, checkout, and post-purchase.

- Led the follow-up testing strategy with the Shopify CRO team as main UX contributor, shaping thinking across PDP, PLP, home page, quiz and comparison page, work that laid the UX foundation for the Flagship website redesign.
- Ran workshops with the CRO team and turned heat maps, traffic and conversion data into clear, evidence-based test recommendations.
- Redesigned end-to-end PLP and checkout journeys across multiple touchpoints, helping customers find the right products faster, delivering a +1.9% Add-to-Cart lift at 82.4% statistical confidence
- Designed guided selling tools and AI-powered search that turned complex product choice into a clear, step-by-step experience, improving guidance and average order value
- Designed a value-centric 'Buy 2' upsell on PDPs that drove lifts to RPV, AOV and Purchase CvR. This business case exceeded the estimated lift of +846k in extra revenue.

2023- 2024

User Experience Designer(Agency)

📍 Amsterdam, The Netherlands



VALTECH GLOBAL

As a UX Designer at Valtech, I led UX on major enterprise B2B accounts, including Philips, ASML, Boels Rental and Wavin, within cross-functional Scrum teams, designing complex, flows for business users across multiple markets and stakeholder groups.

- Partnered with researchers and analysts to define and validate end-to-end user journeys for a leading global B2B account, translating operational complexity into clear, usable flows for business users.



- Built a scalable design-to-development handoff process, delivering development-ready Figma specs and increasing efficiency across the whole team
- Worked closely with Product Owners, Business Analysts, and Visual Designers to keep design, scope, and delivery aligned in high-paced Continuous Integration (CI) projects, hitting deadlines across multiple workstreams.

2020–2025

Freelance UX/UI Designer

📍 Remote

I-M

FREELANCE UX/UI DESIGNER

As a freelance UX/UI Designer, I have worked with startups and SMBs to define UX strategy and product design roadmaps. I've built design systems and optimize user journeys across web and mobile products for varied client contexts and constraints.

2020–2023

Strategic Urban Designer, Service & Systems Design focus

📍 Rotterdam, The Netherlands

KCAP

KCAP

Service & systems design focus. Applied systems and service-design thinking to large-scale, multi-stakeholder programs, strengthening collaboration between physical and digital design teams to deliver cohesive, user-driven outcomes for public and institutional clients.

2017–2019

Strategic Digital Designer

📍 Rotterdam, The Netherlands

felixx

FELIXX

As main contributor, I defined Felixx's visual and digital presence, a foundation the studio still carries today. I worked directly with clients, municipalities, and stakeholders in cross-disciplinary teams, shaping system design concepts focused on adaptability, self-sufficiency, and future-proof mobility.

Education

2022

Traineeship

📍 Online

G

GOOGLE

Conduct UX Research and Test Early Concepts

2022

Mentor-led Traineeship

📍 Online

IXDF

IXDF

Traineeship UX Fundamentals

2011–2016

Masters Degree

📍 Tirana, Albania

POLIS

POLIS UNIVERSITY, ARCHITECTURE FACULTY

MSc. Architecture and Urban Design

Tools

 Figma/FigJam

 Miro

 Replit (AI tool)

 Ballpark (Research AI)

 Webflow

 Microsoft Clarity

 Jira

 Airtable