Hello! ☺ I'm Val Zschaeck

I'm a product designer with an empathetic approach to problem solving. I love creating beautiful, user friendly experiences that have a big impact on users and customers.

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Studies

Design BA @ Universidade da Madeira

Erasmus @ Universidade da Coruña

Skills

UI & IxD
UX Research & testing
Design systems
Branding & Visual Design

Tools

Figma
Adobe Creative Suit
Webflow, Squarespace
SVGator
Claude, Lovable

Other qualifications

Motion Beast (Motion Design School)
Introduction to User Experience Design (Coursera)
Introduction to UX Design (Domestika)

Other internships

[2016] Dupla DP - Printing intern

[2017 — 2019] ACIN - Motion Graphics and Visual Design Intern

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2025 —
Product Designer, AI at hyperexponential

Design Leadership: I lead the user experience design for hyperexponential's AI initiatives within hx Renew, focusing on two distinct features: a data ingestion tool and a code copilot—each designed for different personas in the specialty insurance space. My role spans the full design lifecycle: conducting user research, mapping user flows, sharing early concepts to align direction, crafting high-fidelity prototypes, and validating them through hands-on testing with our beta customers before development begins.

AI-Enhanced Design Workflow: I actively integrate AI tools into my design workflow to accelerate ideation, interface exploration, and product research. Tools like Claude and Lovable play a key role in helping me rapidly iterate on concepts, generate rough UI drafts, and uncover critical insights. This allows me to move with speed and clarity—turning early ideas into functional prototypes that spark deeper discussions around UX complexity with the team.

Cross-functional Collaboration: Beyond product design, I've played a key role in shaping how design, engineering, and product collaborate. I've led workshops and retrospectives to align the team, streamline communication, and evolve our ways of working—helping us stay nimble amid a fast-paced release cadence and rapidly evolving technology.

Rapid Discovery and Feedback Integration: To support rapid iteration and evidence-based decision making, I created a Discovery and Feedback Mining program. This enables us to run user tests, interviews, and review sessions with beta customers—translating feedback into actionable roadmap items within just five days. It's a highly agile environment, and I collaborate closely with engineers and product managers to continuously iterate and improve our solutions.

2023 — 2025
Product Designer, Music Services at Beatport

I oversaw the entire design spectrum for the Music Services department, with a vastv range of responsibilities:

Research and Design: I engaged in thorough research, crafting and refining innovative design solutions for the Music Services department, addressing the challenges our customers faced. This involved the complete design process, from initial concepts to final implementation, ensuring a seamless user experience for BeatportAmp, LabelRadar, and BeatportHype.

User Advocacy: I was committed to championing the needs of our users. By prioritising user-centric design, I aimed to create inclusive, user-friendly, and transparent solutions that not only met the requirements of our existing customers but also addressed the potential needs of new customers.

Marketing Support: I played a pivotal role in marketing efforts, contributing to the design of compelling landing pages for various department initiatives. These initiatives were strategically aligned to generate revenue and attract new customers to our platforms, showcasing the value proposition of our Music Services department.

2021 — 2023
Product Designer at Qatalog

UI Transformation: Spearheaded a comprehensive UI overhaul, revolutionising the platform's appearance and enhancing the overall user experience. This initiative encompassed not only a visual facelift but also substantial enhancements to existing UX components.

Concept Development: Generated and refined concepts to a high level of fidelity, ranging from prototypes to final mock-ups. These were subjected to rigorous testing, assessment, and iterative improvement before being presented to the wider team during weekly critiques and catch-up sessions.

Usability Testing and Insights Sharing: Initiated and conducted unmoderated remote usability tests on critical features of the product. Also, I analysed valuable insights into lean UX reports, effectively communicating findings and recommendations to the product team. This collaborative approach ensured a user-centric focus in refining and optimising core features.

2019 — 2021
Visual Designer at Defined.ai

I created digital and print content for Defined.AI products and services, addressing the company's needs for printed marketing materials at numerous pre-pandemic conferences and live events. My responsibilities included developing versatile social media templates, both static and motion graphics, that could be repurposed for various objectives. I edited video content for webinars and designed the rebrand launch video in 2020.

I collaborated with other designers on video and demo projects, which were later shared with clients and on social media channels. Additionally, I designed digital and physical collateral for conferences in the medicine and innovation fields.