

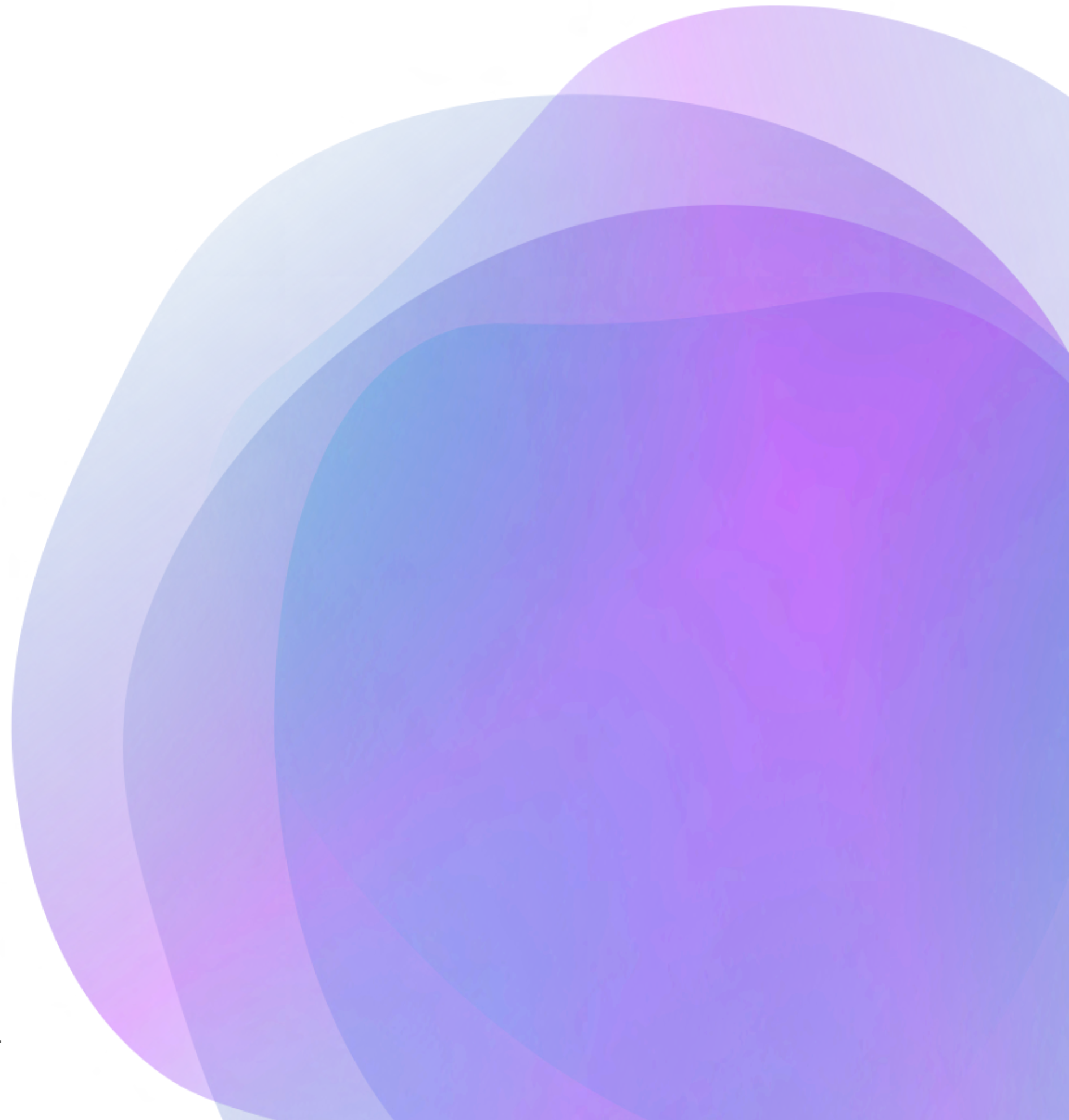
PORTFOLIO

Romane Braun

Scientific Background | Data-driven

PRODUCT DESIGNER CONSULTANT

[EMAIL ME](#)



ABOUT

Hej / Bonjour / Hi / Holá

I'm Romane, a Stockholm-based Product Designer with an MSc in Biology, combining strategic design and scientific thinking to craft intuitive, scalable user experiences.

4+ years Experience

UX Strategy & Data UX

B2B SaaS · Biotech · Real Estate

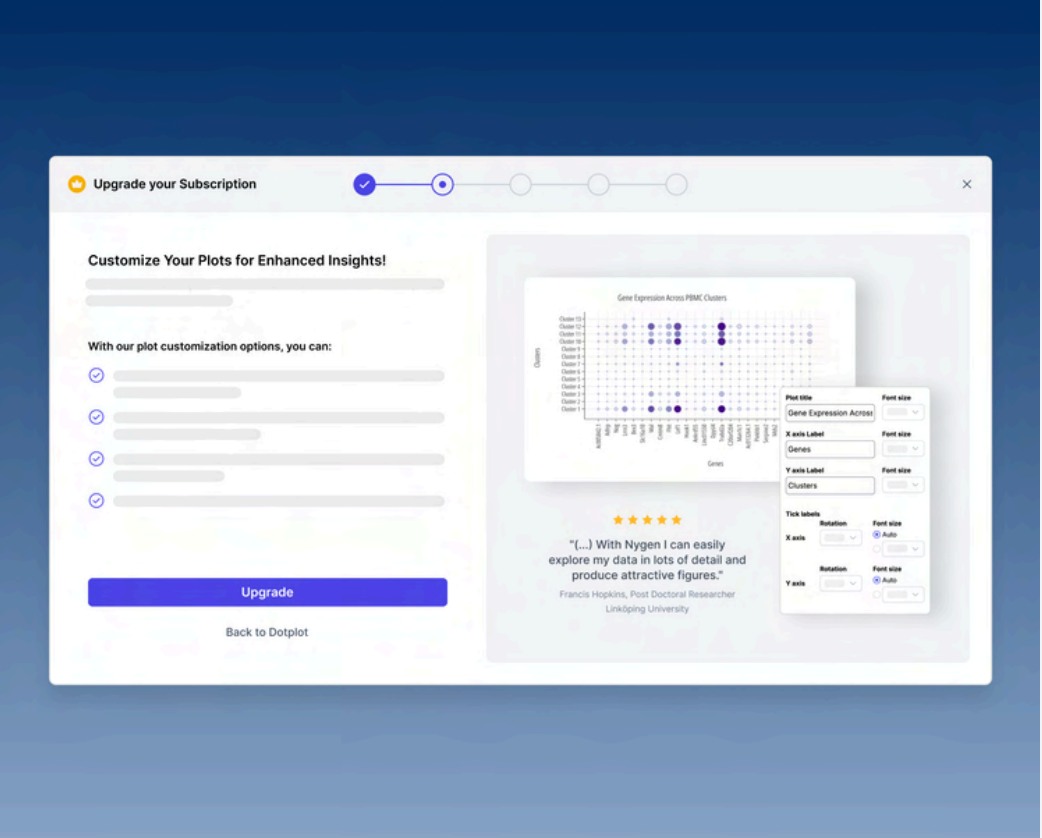
- **Collaboration:** cross-functional with PMs, Devs, Marketing, CSMs & Stakeholders
- **Languages:** French · English · Swedish · Spanish
- **Past roles:** In-house, startup, and remote consultant
- **Currently:** Product Designer Consultant at Régie Braun

ROMANE BRAUN | +46 76 119 22 68 | [Email Me](#)



My superpower?

I bring **science** to design — breaking down complex problems with **data** and **systems thinking** to craft solutions that are not just intuitive, but **built to scale**.

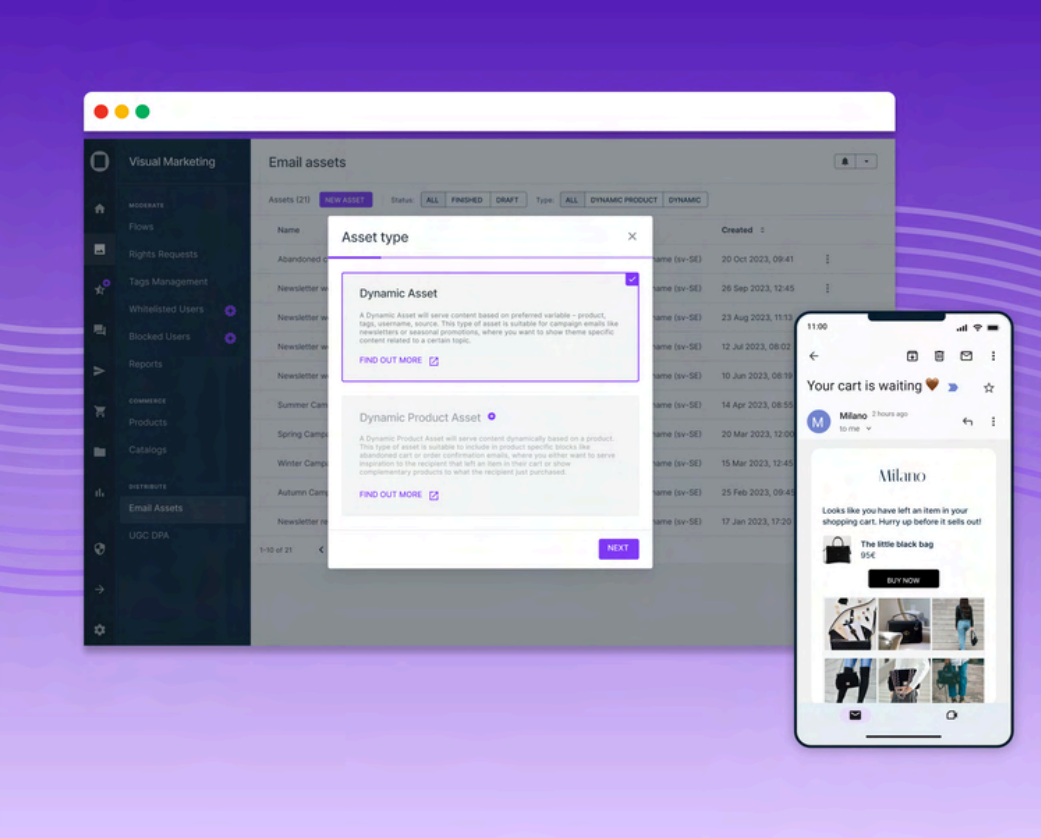


Driving Self-Serve Growth with Contextual UX

Increased upgrades by 15% through contextual PLG modals and frictionless flows

UX Strategy Biotech SaaS Platform

slides 4-19



From Drop-Offs to Adoption in Email Assets

Redesigned email journeys, reducing churn by 10% and boosting client adoption

UX Optimization B2B SaaS Platform

slides 20-36

UX Strategy

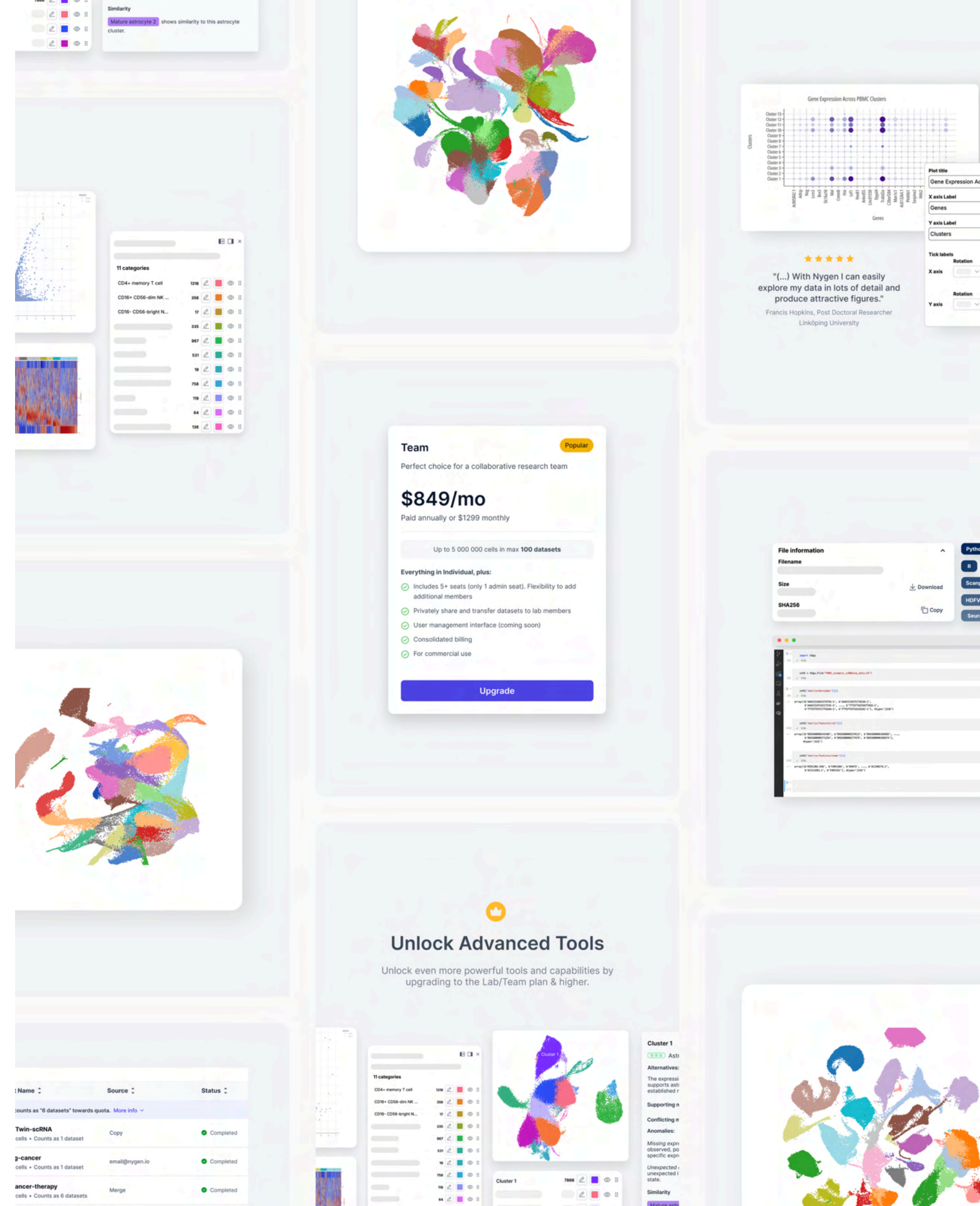
Biotech SaaS Platform

UX Lead

Driving Self-Serve Growth with Contextual UX

How I redesigned Nygen's upgrade flow using product-led growth UX Tactics

ROMANE BRAUN





What if your platform's
most valuable features were
driving engagement, but not
conversions?

High engagement doesn't always mean high conversion: context was the missing link.

Context

- Nygen Analytics is a biotech SaaS platform that helps researchers analyze single-cell RNA data: without writing code.

Problem

- Users **engaged with premium features** but **rarely converted**. The freemium model was generous, and upgrade paths were hidden.

Role & Approach

- As the solo designer & **UX Lead**, I partnered with product and engineering to redesign the upgrade experience: blending **Product-Led Growth (PLG)** tactics with fast, **data-driven UX**.

+15%

Conversion rate

By adding contextual upgrade prompts at key premium features

+10%

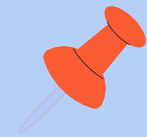
Activation rate

Following the launch of a self-serve upgrade flow

+25h

Saved per month

By automating upgrades and reducing manual support



The Problem

Nygen's **freemium** model gave away too much value upfront, causing users to engage with premium features **without upgrading**: resulting in **low conversions** and **lost revenue**.



Business goal

Increase **conversion** and **activation** through a **PLG-driven, self-serve upgrade** experience.

Users loved the product but had no reason – or reminder – to upgrade.

What was happening

- Users accessed **premium features** without realizing it and **stayed on free plans**.
- **No upgrade prompts** or clear paywalls to highlight value.
- **Manual** upgrade steps created **friction and drop-offs** at the final step.

The Challenge

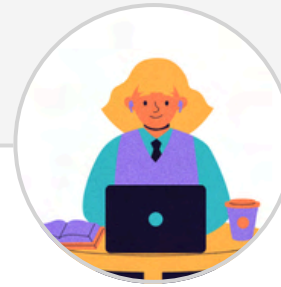
- How might we surface upgrade moments that **drive conversion without disrupting flow**?

Different users, one friction point: upgrades were unclear across roles



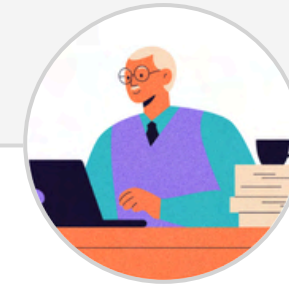
Wet Lab Researchers

- Generate data
- Rely on bioinformaticians
- Seek autonomy and speed



Bioinformaticians

- Analyze data
- Face slow processing and limited export tools



Principal Investigators

- Approve budgets
- Need clear ROI to justify upgrades

Shared Pain Points



- Accessed premium features without realizing it
- Manual upgrade steps created friction
- No prompts to signal value or timing

Motivations



- Save time
- Reduce dependency
- Gain clarity and control

Tight timeline, lean team & no room for wasted iteration.

My Role

- Nygen Analytics is a biotech SaaS platform that helps researchers analyze single-cell RNA data: without writing code.

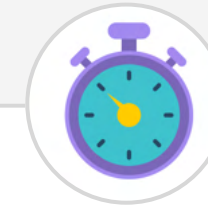
Team

- Users **engaged with premium features** but **rarely converted**. The freemium model was generous, and upgrade paths were hidden.

Stakeholders

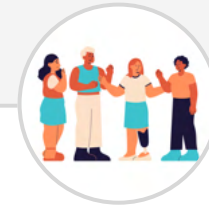
- As the solo designer & **UX Lead**, I partnered with product and engineering to redesign the upgrade experience: blending **Product-Led Growth (PLG)** tactics with fast, **data-driven UX**.

Scope & Constraints



Strict & tight timeline

- 3-month window to test PLG ideas
- Juggled multiple projects at once
- Speed and focus were key



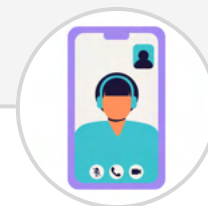
No pre-launch usability testing

- No time for usability tests.
- Used analytics and support data.
- Made fast, data-driven decisions.



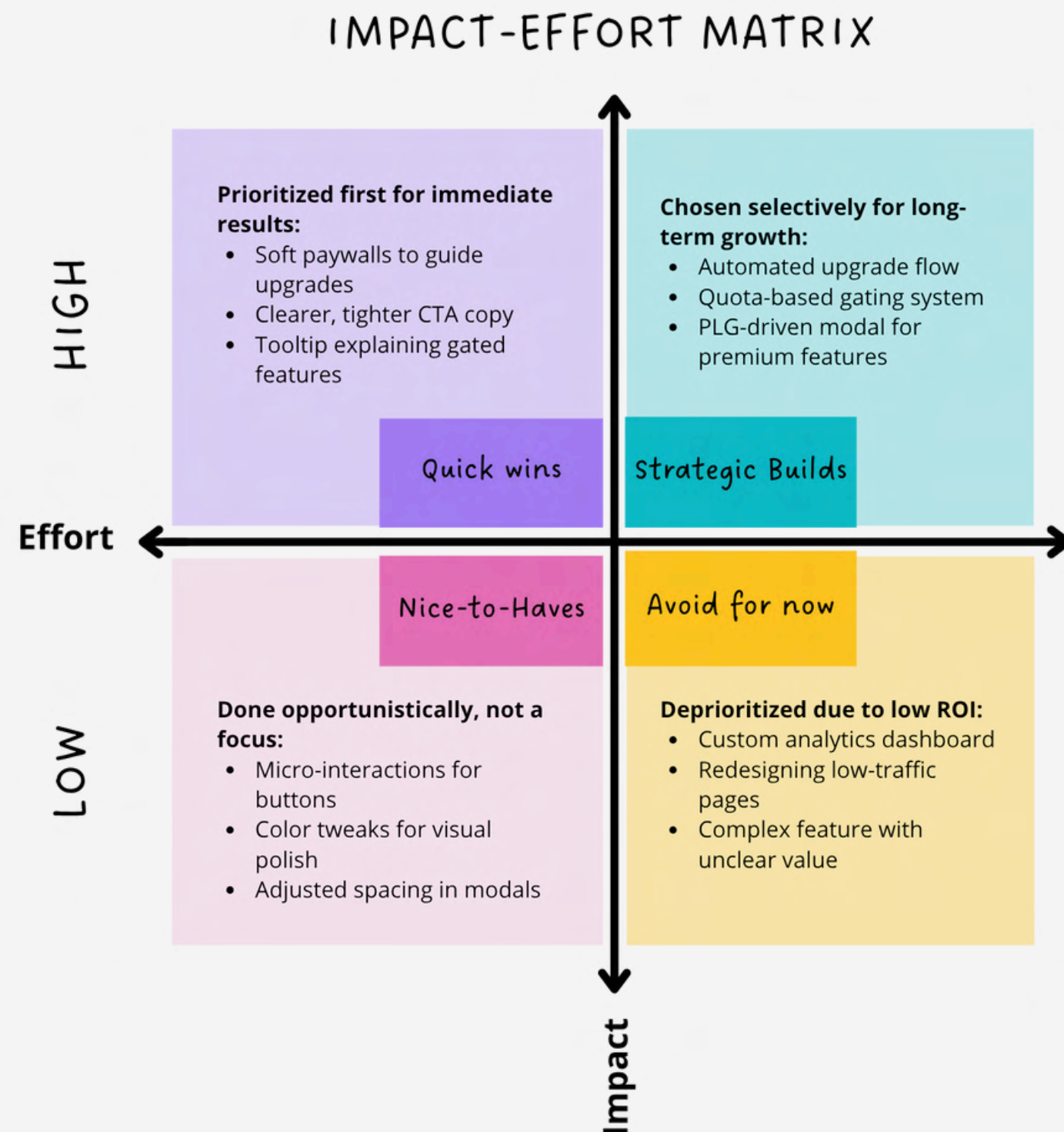
No in-app experimentation

- No A/B testing setup.
- Validated changes after launch.
- Relied on team alignment.



Hybrid upgrade flows

- Some plans required manual sales steps.
- Others allowed instant self-serve upgrades.
- The UX had to support both paths smoothly.



Turning research into strategy: prioritizing what drives impact fastest

Step 1. Mapped freemium usage patterns



- **How:** Audited PostHog event data, session replays, and support tickets to uncover behavioral patterns.
- **Why:** To understand where users unknowingly hit premium limits or friction points.
- **Outcome:** Found 8+ high-use features accessed without upgrade prompts: showing key value moments weren't being monetized.

Step 2. Visualized the friction journey

- **How:** Reconstructed the full 6-step manual upgrade flow to pinpoint bottlenecks.
- **Why:** To see where delays and drop-offs occurred from a user standpoint.
- **Outcome:** Exposed 6 friction points: from unclear pricing to back-and-forth emails; stretching upgrades to 5+ days.

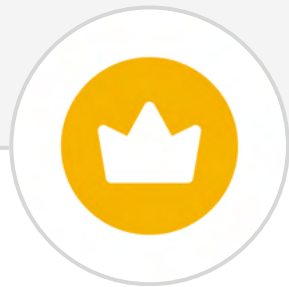
Step 3. Prioritized with an impact-effort lens

- **How:** Consolidated insights into an impact-effort matrix to align with business goals and resource limits.
- **Why:** To focus the roadmap on quick wins that drive conversion while planning strategic builds.
- **Outcome:** Defined 3 design priorities — clarity, friction reduction, and better gating — setting the stage for solution design.



From data to design: three focus areas shaped a UX that converts, not just engages.

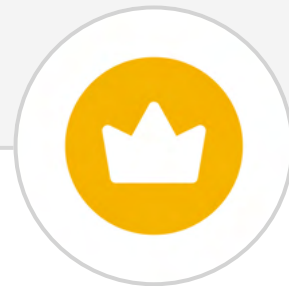
By combining behavioral data, session insights, and stakeholder input, I distilled findings into three focus areas that bridged research insights with actionable design decisions.



#1. Clarify Premium Value

Users missed what was premium.

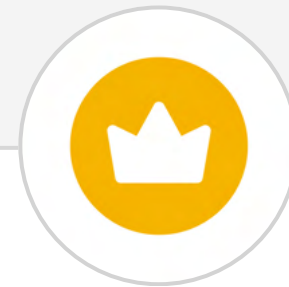
- Make upgrade prompts contextual
- Show value at the moment of need.



#2. Reduce Upgrade Friction

Manual, sales-dependent flows slowed users down.

- Create a seamless in-app upgrade
- No waiting, no support tickets.



#3. Strengthen Feature Gate

Free users stayed indefinitely.

- Design clear, quota-based gates that highlight limits and trigger timely upgrades.

From blockers to solutions: translating insights into three UX priorities.

Since the 3 core design focus areas were identified, I then started with quick concept sketches to explore upgrade paths and paywall placements.

Team

- Users **engaged with premium features** but **rarely converted**. The freemium model was generous, and upgrade paths were hidden.

Stakeholders

- As the solo designer & **UX Lead**, I partnered with product and engineering to redesign the upgrade experience: blending **Product-Led Growth (PLG)** tactics with fast, **data-driven UX**.

Ideation



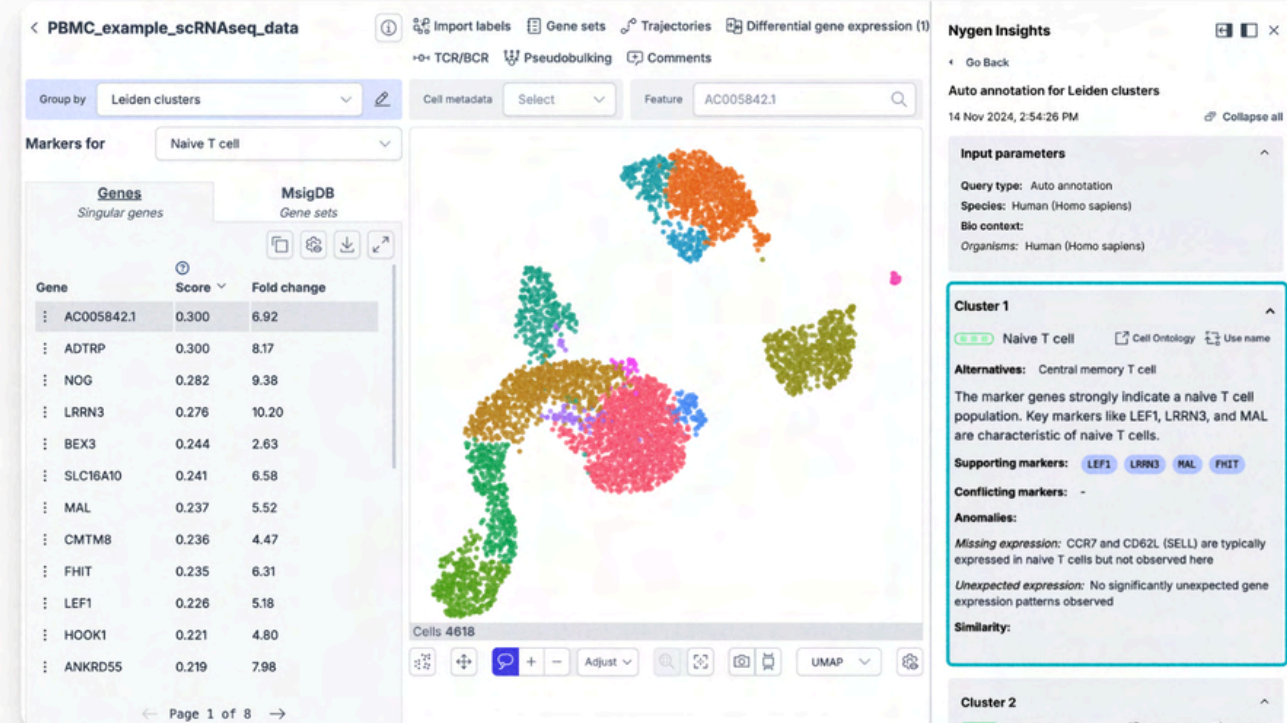
- | | |
|-----------------------------|----------|
| 1 Progress indicator | 4 CTAs |
| 2 Feature name + subtitle | 5 Visual |
| 3 3-4 benefits of upgrading | |



Soft paywalls that reveal value at the moment of need.

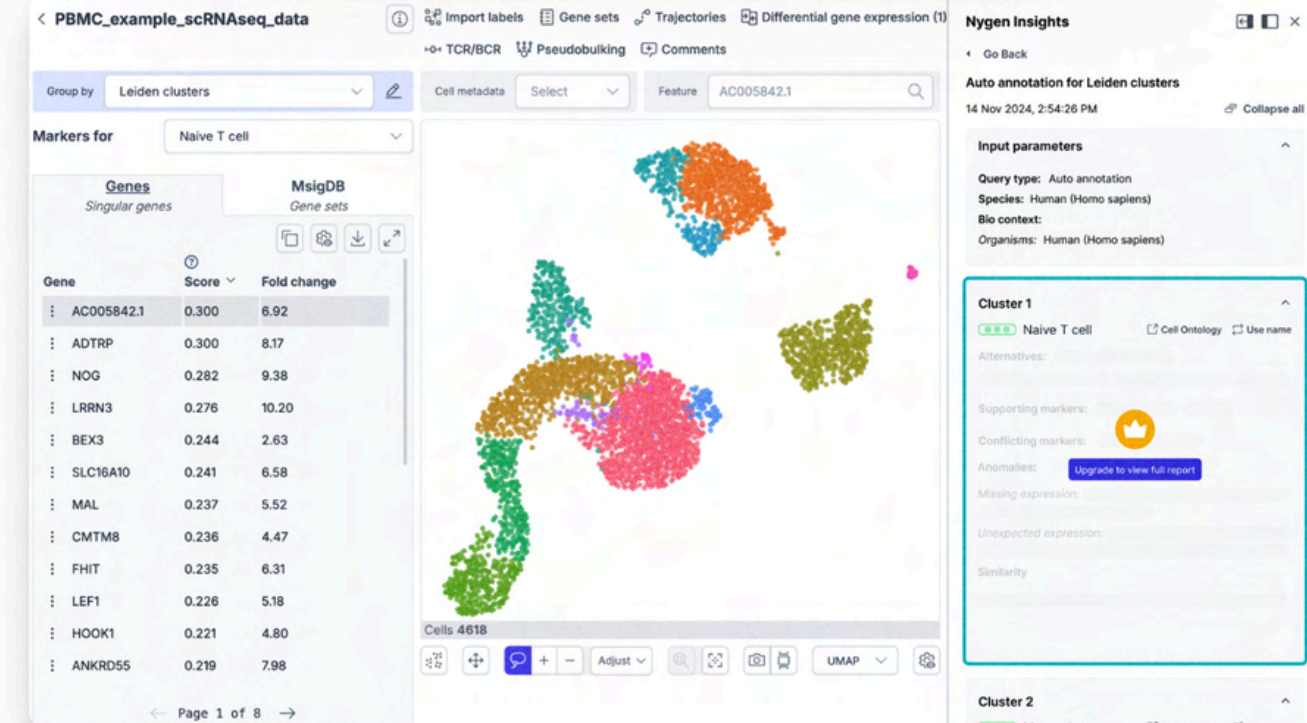
#1. Clarify Premium Value

Before



Before: Free users accessed premium insights without realizing it, reducing upgrade motivation because the value difference between free and paid wasn't clear.

After

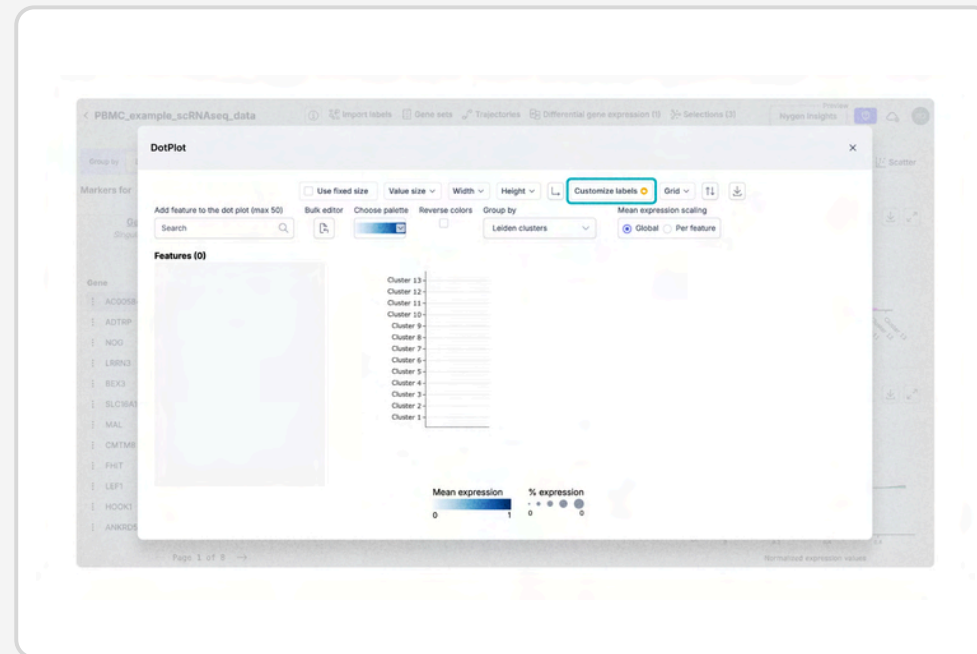


After: I introduced a soft paywall to highlight premium features with gentle cues, clarifying value and prompting upgrades at the right moment without disrupting flow.

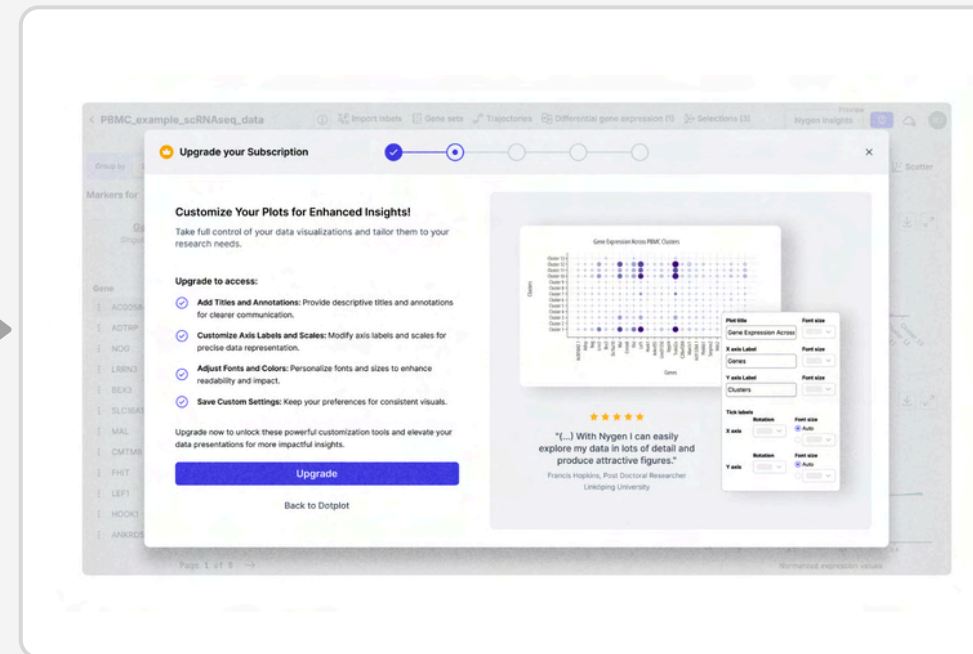
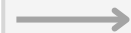


From emails to instant upgrades, creating a frictionless in-app flow.

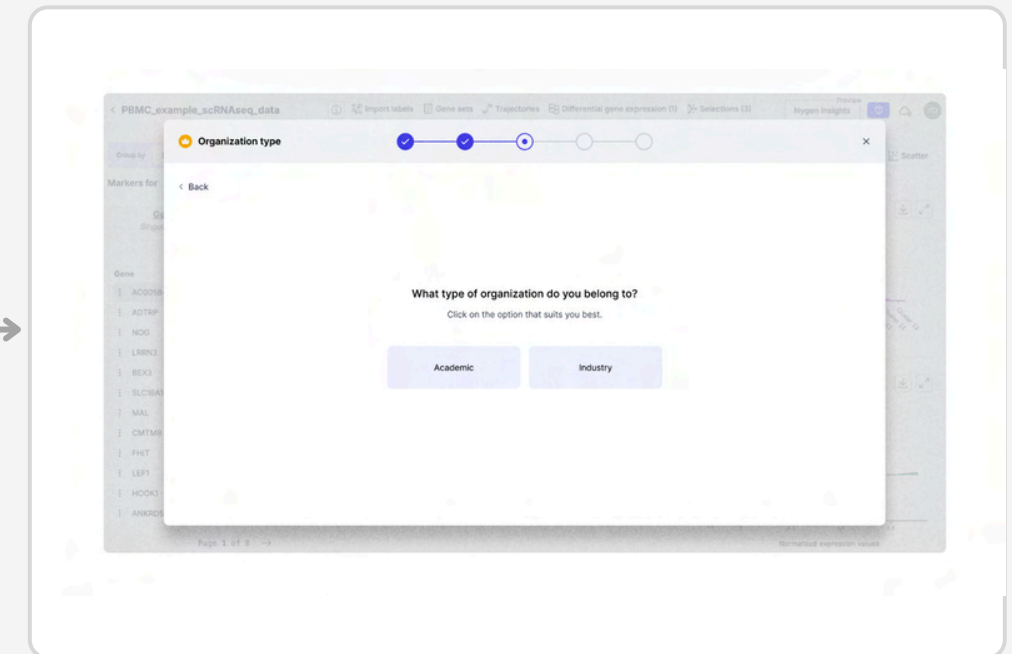
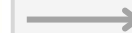
#2. Reduce Upgrade Friction



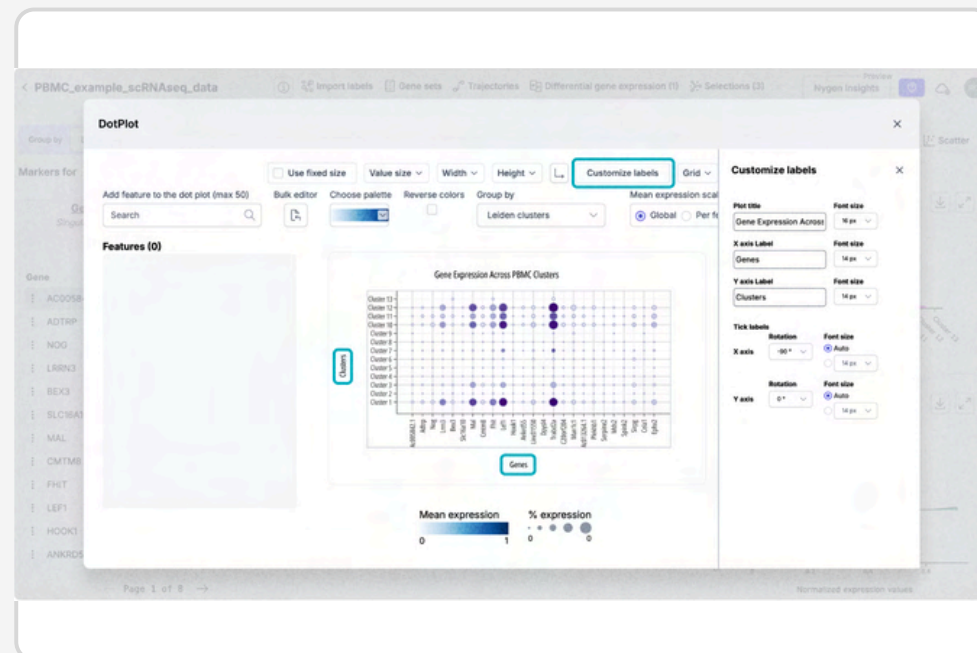
Step 1. Highlighting Premium Features



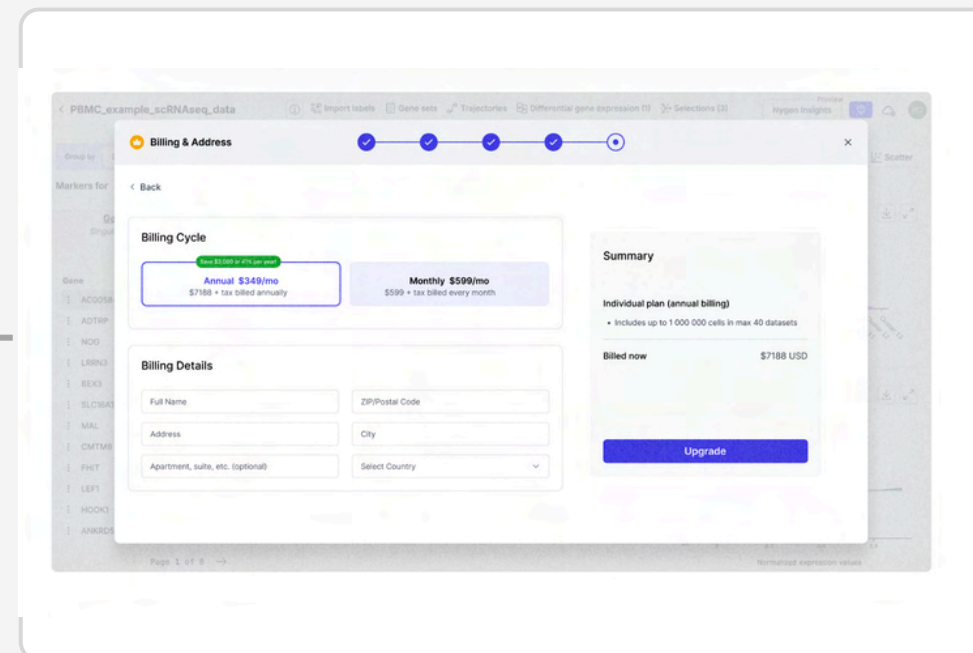
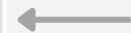
Step 2. Contextual Upgrade Modal



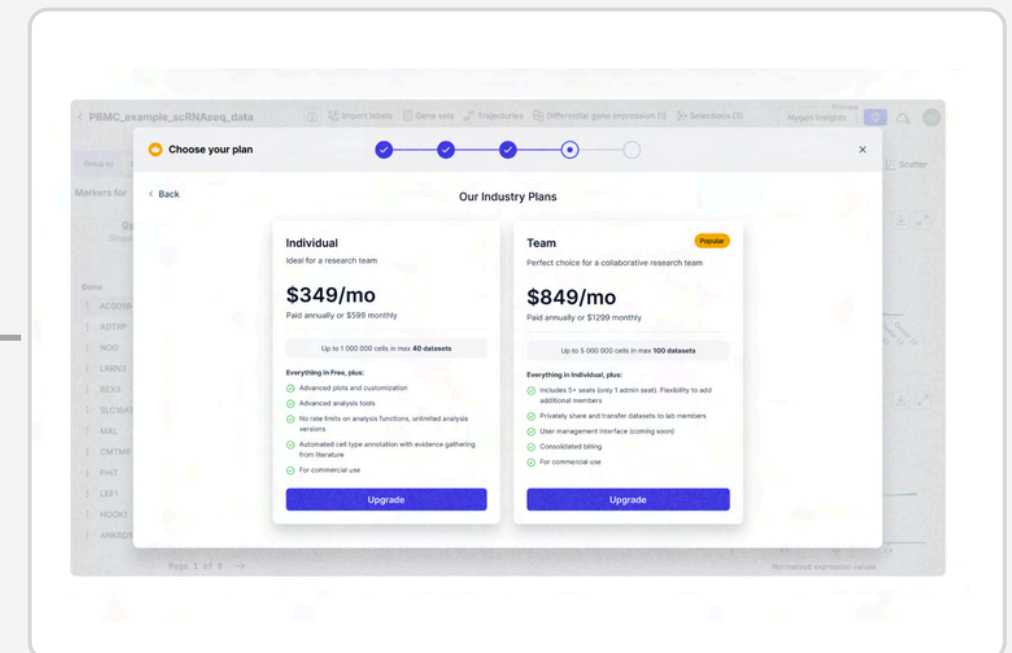
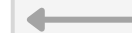
Step 3. Identify User Segment



Step 6. Premium feature unlocked



Step 5. Payment Step



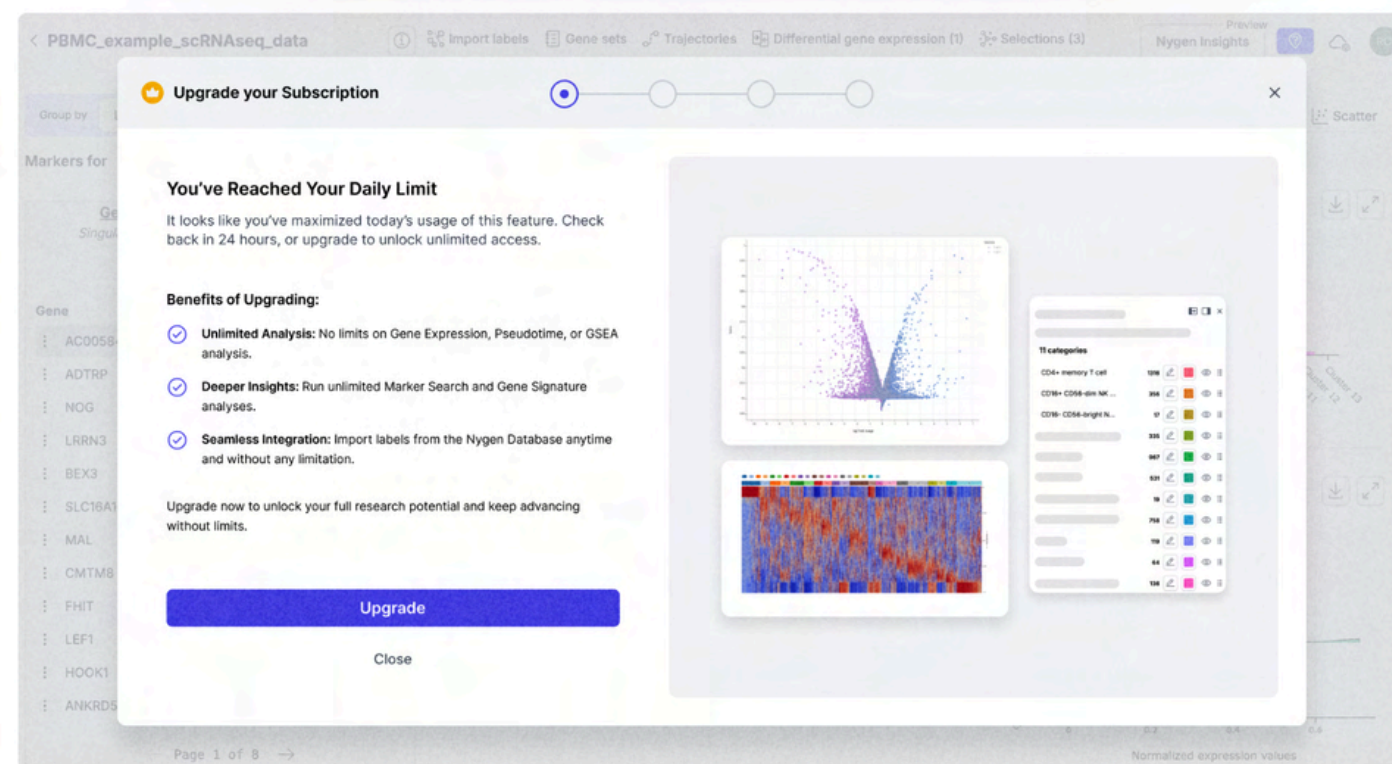
Step 4. Dynamic Plan Selection



Turning hidden ceilings into timely upgrade triggers.

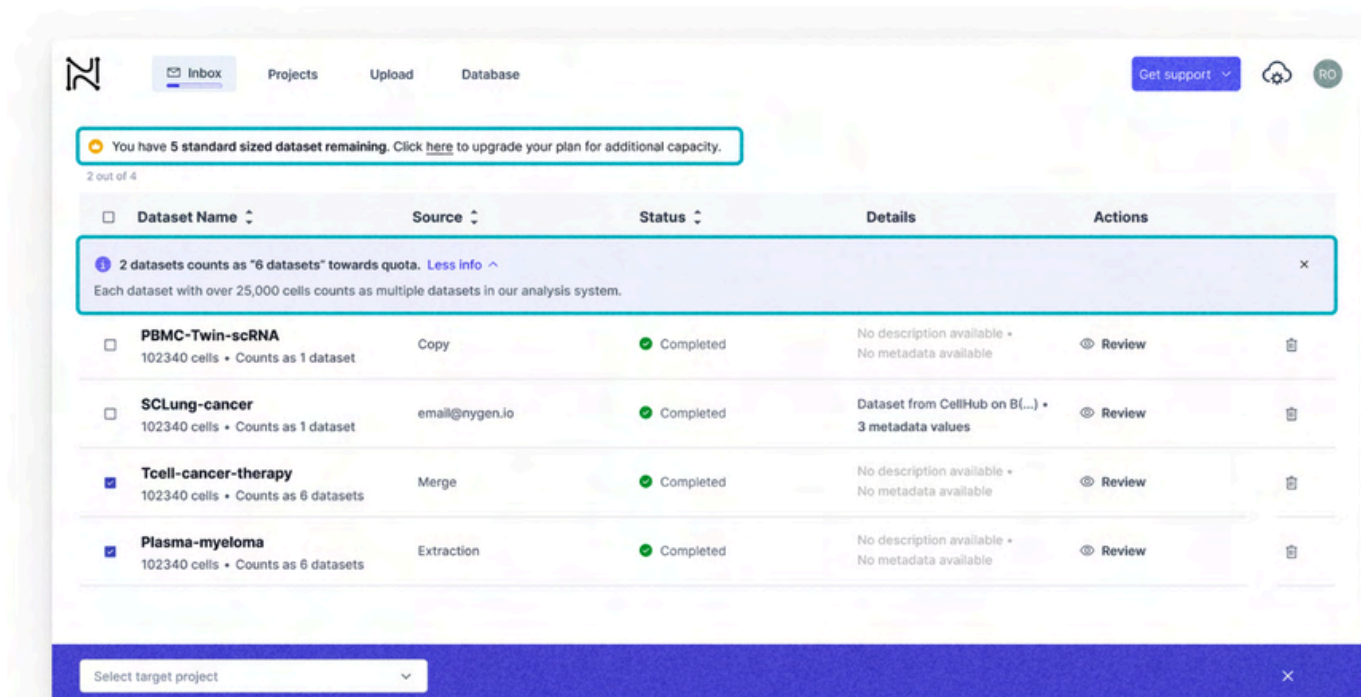
#3. Strengthen Feature Gate

Hard limit gating



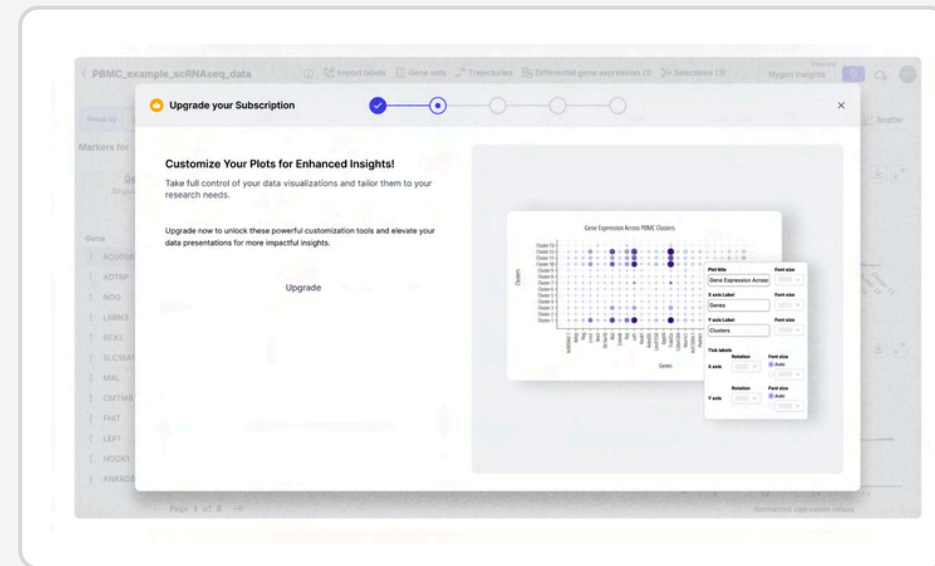
Hard limit gating: was added to high-use features like daily analysis, prompting upgrades at peak engagement. By capping daily access, users clearly saw the added value of upgrading while maintaining a sense of fairness and trust.

Quota based gating

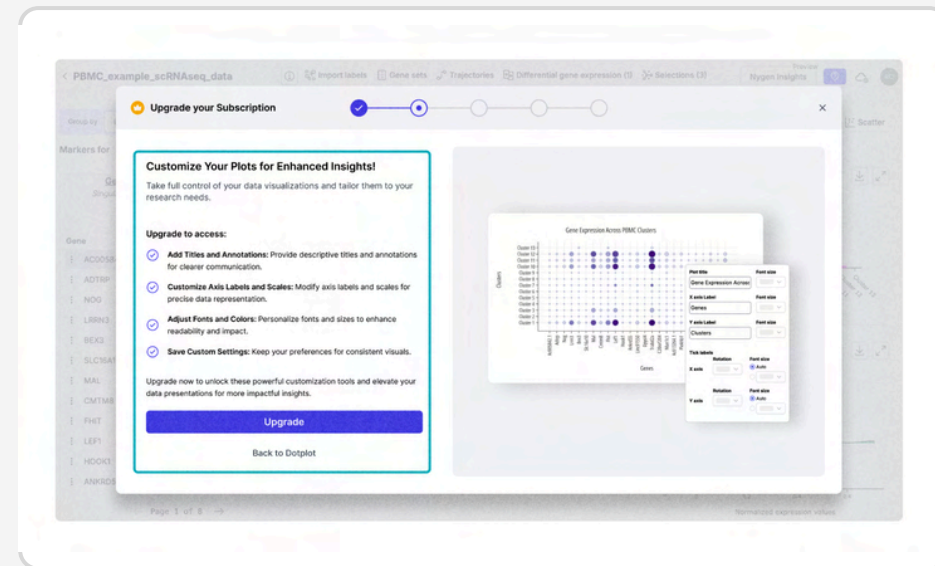


Quota based gating: was used, on the other hand, for dataset-heavy workflows to build upgrade intent gradually. By visualizing quota usage, users saw their limits ahead of time and received gentle, timely nudges instead of abrupt interruptions.

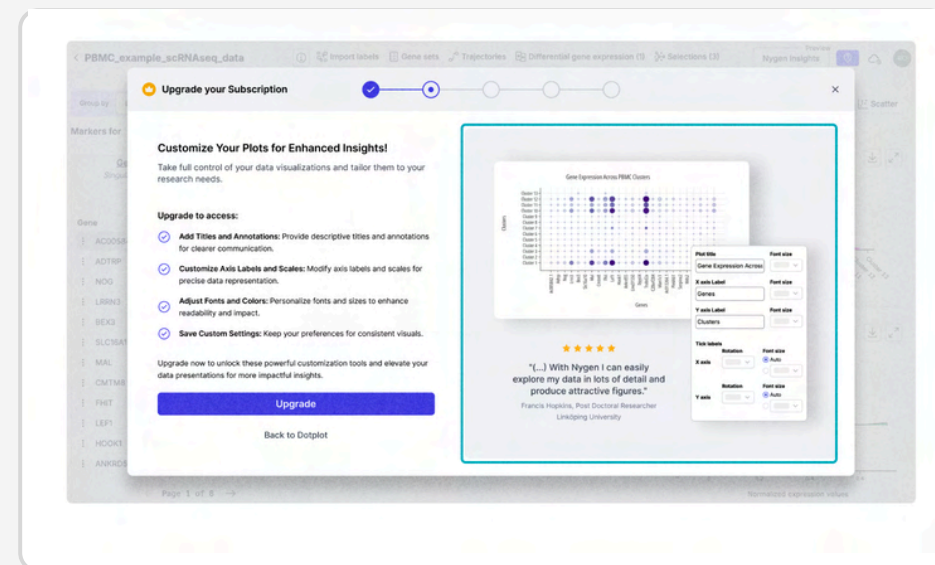
Iteration #1



Iteration #2



Iteration #3



Designing under pressure: tradeoffs, teamwork & iteration

Design Tradeoffs

Decision #1. Soft vs. Hard Paywalls

- *Tradeoff: Hard walls drive upgrades faster but risk frustration. Soft walls educate users first, delaying urgency.*
- → I started with soft paywalls to build awareness of premium value before enforcing limits.

Decision #2. One-Step vs. Multi-Step Upgrade Flow

- *Tradeoff: One-step is quicker to build but hides the “why”; multi-step adds clarity and insight.*
- → Opted for a multi-step flow to surface value, tailor offers, and track drop-offs.

Collaboration & Handoff

- Partnered with **Engineering** through weekly design reviews.
- Synced with **CEO** and **Marketing** for copy clarity and strategic alignment.
- Built **reusable Figma components** since no design system existed.

Iterations

- Tested **3 versions of the upgrade modal**, improving clarity and motivation each round.

15% conversion lift – and the playbook for what’s next.

How did we measure success?

- Used **PostHog** tracking for conversion & funnel metrics.
- Gathered **qualitative feedback** from support & product teams.
- Skipped A/B testing due to infrastructure limits ; iterated quickly instead.

Next Steps?

- Introducing smarter, behavior-based upgrade prompts.
- Lifecycle nudges across email & app.
- Deeper analytics to track upgrade triggers & improve PLG attribution.

+15%

Conversion rate

Users upgraded at the right moment of need

+10%

Activation rate

Frictionless flow improved onboarding

+25h

Saved per month

Less manual support, more roadmap time



Lessons learned

#1. *Don't underestimate subtle friction:* Users won't upgrade if they don't understand why, when, or how.

#2. *Even soft paywalls need hard strategy:* Modals should guide, not interrupt and must match user intent.

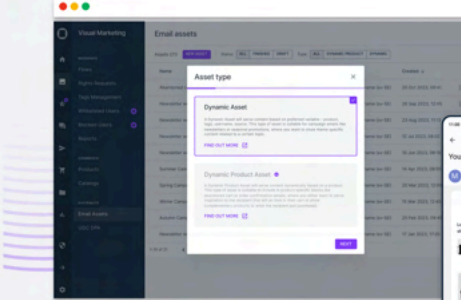
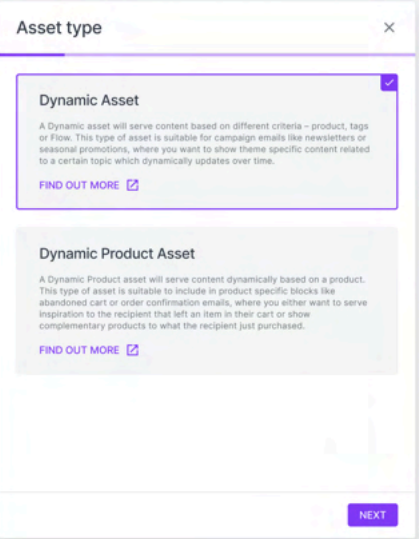
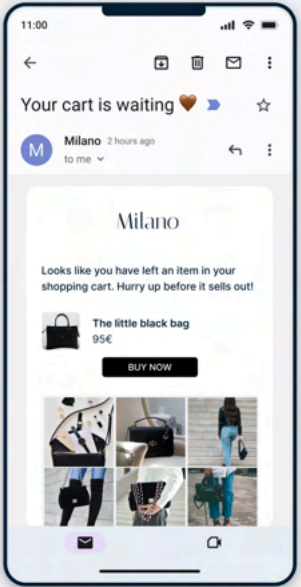
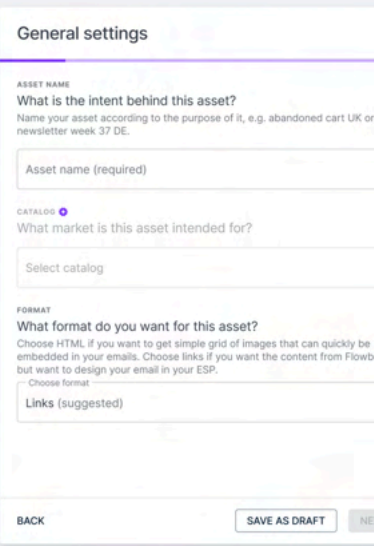
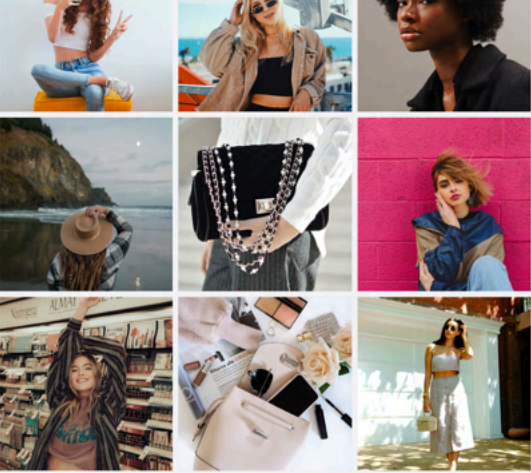
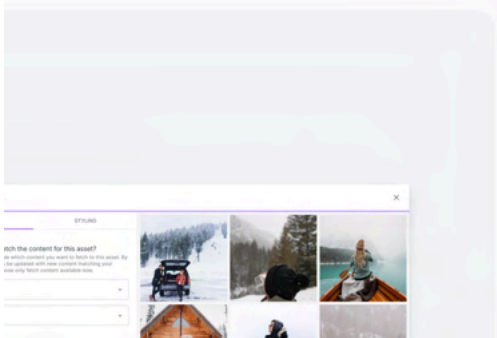
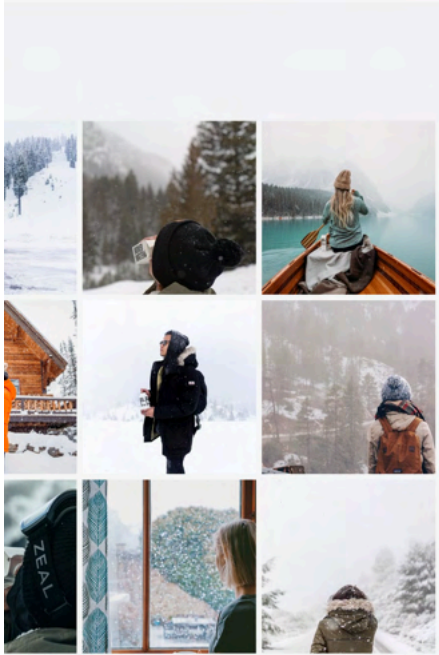
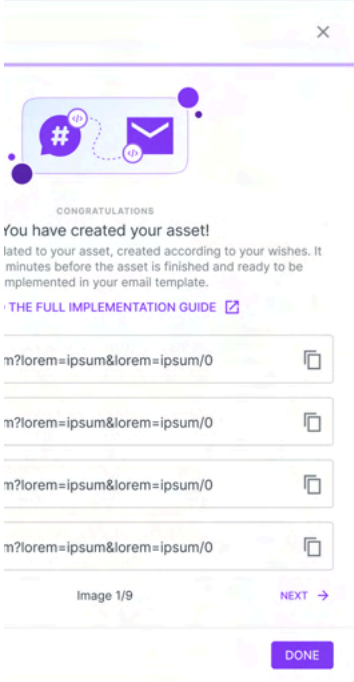
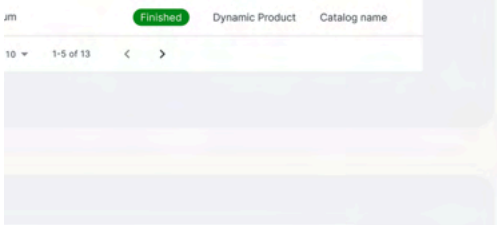
#3. *Speed creates tradeoffs; clarity prevents waste:* With limited time and data, crisp problem framing helped us prioritize and ship faster.

UX Optimization B2B SaaS Platform Product Designer

From Drop-Offs to Adoption in Email Assets

How UX fixes in a complex, error-prone journey boosted adoption of a key add-on and helped reduce churn for Flowbox clients.

ROMANE BRAUN





What if your most advanced
feature was actually causing
silent churn among your
best clients?



Powerful feature, poor adoption: when great functionality fails without clarity.

Context

- Flowbox is a **UGC-powered** marketing platform for top European retail brands. Its **Email Assets feature** let clients embed dynamic, curated content in emails to drive sales.

Problem

- Despite strong potential, the feature was **underused** due to broken flows, unclear setup, and heavy reliance on support — quietly driving churn.

Role & Approach

- As **Product Designer**, I mapped the end-to-end journey, uncovered root UX issues, and introduced key fixes — from **validation logic to error handling** — making the feature usable again in under 3 months.

00. CASE STUDY OVERVIEW | FLOWBOX

-10%

Churn rate

Fewer drop-offs after fixing blockers and broken flows.

+55%

Feature Adoption

Usage rose from ~35% to 55% after UX fixes and clearer steps.

-35%

Support Requests

Tickets dropped ~35% thanks to improved validation and flow.

Disclaimer: This case study reflects my personal experience and perspective as Product Designer at Flowbox. All impact metrics are approximations based on internal insights and do not represent official company-released data or views.



The Problem

Flowbox's Email Assets feature enabled brands to embed UGC in marketing emails — but it was barely used. Poor usability and unclear setup led to low adoption and rising churn.



Business goal

Increase adoption and **activation** across Premium clients, **reduce support needs**, and **improve usability** to justify the feature's value ; all without a full rebuild.

Clients loved the feature — but couldn't use it effectively.

Why it struggled in the first place

Originally rushed to meet client demand, "Email assets" was launched without proper UX validation. It lacked clear feedback, structure, and hierarchy — causing frustration and support dependency.

What's happening now

- Users hit broken flows and unclear steps during setup.
- No feedback or validation caused silent errors and frustration.
- Many Premium clients avoided it due to errors and unclear flows.

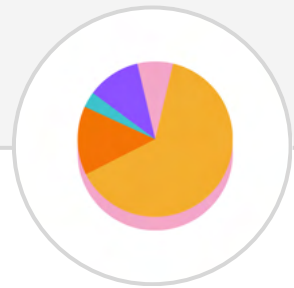
The Challenge

Revive a neglected yet high-value feature by improving reliability, usability, and clarity — without rebuilding it from scratch.



How we measured success

Since there were no formal KPIs at launch, I retroactively aligned with the Product Manager on what “success” looked like:



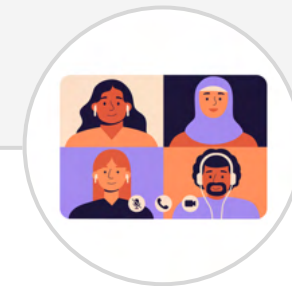
Feature adoption

What we expected:
More Premium clients actively using Email Assets.



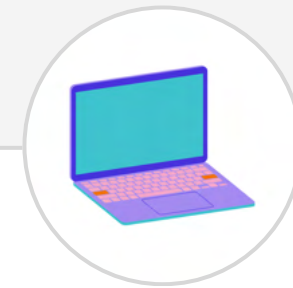
Activation completion

What we expected:
Users reaching first successful email send.



Support reduction

What we expected:
Fewer tickets tied to broken flows or unclear setup.



Operational efficiency

What we expected:
Less manual intervention from CSMs and developers.

Tight timelines, legacy tech, and no testing — yet measurable wins.

My Role

- **Product Designer:** owned UX discovery and redesign of the Email Assets feature.

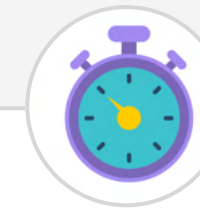
Team & Stakeholders

- **Product Manager:** set priorities, strategic lead, tracked progress
- **Developers (3):** implemented design changes, fixed validation logic
- **Customer Success & Support Leads:** shared user pain points, validated fixes
- **Another Product Designer:** collaborated on UX patterns
- **CTO:** technical gatekeeper and resource allocator

Project Scope

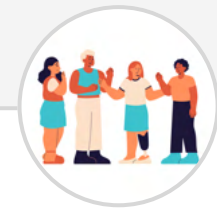
- UX-led rescue of a neglected premium feature.
- Goal: make Email Assets **usable, discoverable**, and **worth upgrading for**.
- Delivered in **under 3 months — no rebuild, only UX-level fixes**.

Constraints



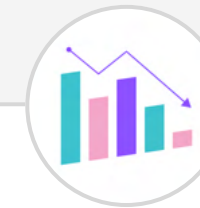
Tight timeline

- Under 3 months to research, design, and deliver improvements.
- Balanced multiple projects alongside this UX rescue.
- Worked against renewal deadlines to reduce churn risk.



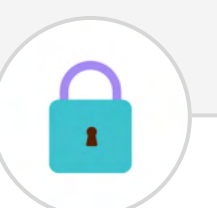
No user testing available

- No time for user testing or interviews.
- Relied on support tickets and CSM feedback for insights.
- Supplemented with internal team discussions to identify pain points.



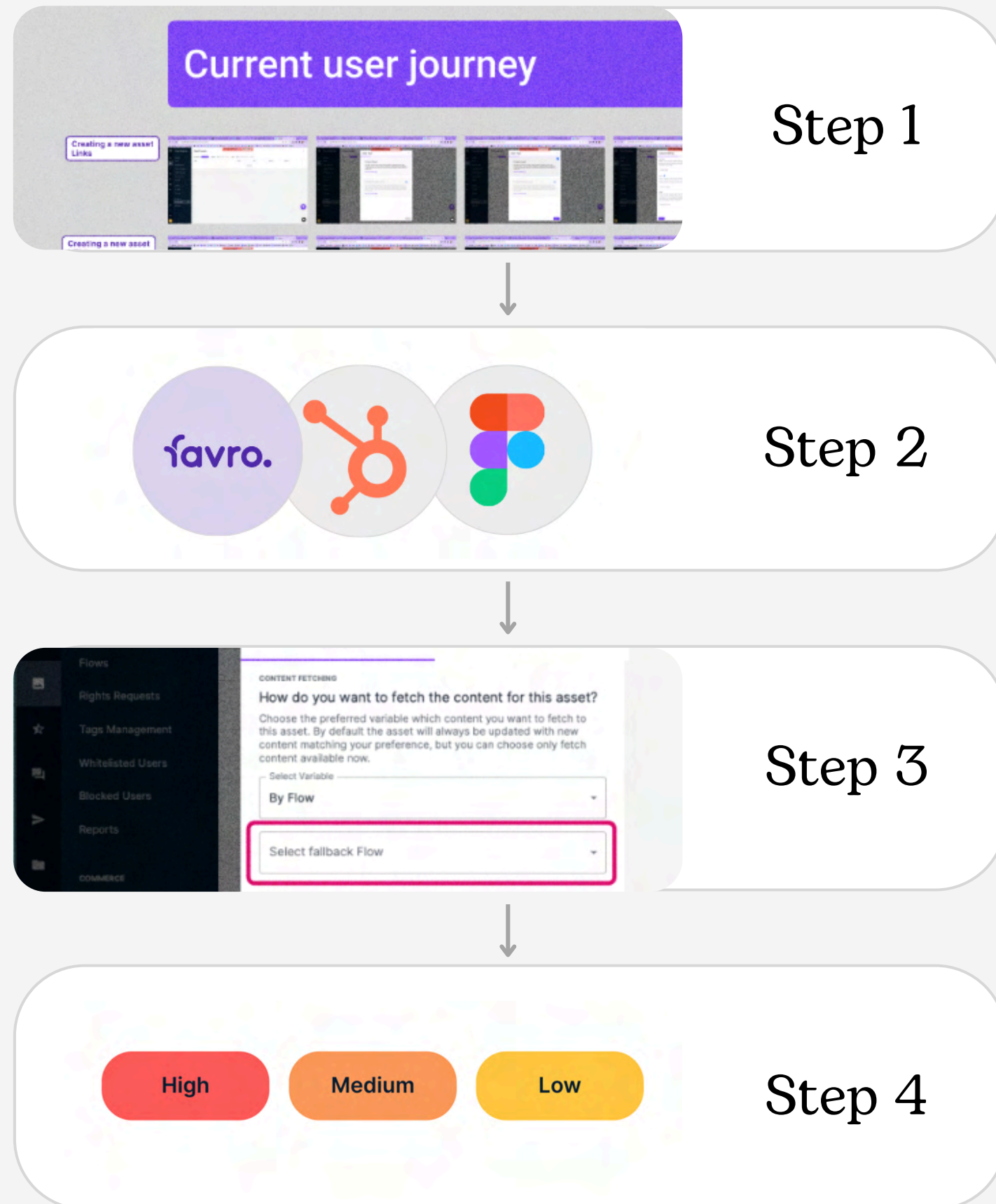
Missing analytics & tracking

- **No event tracking** available before launch.
- **Adoption and churn** impact couldn't be precisely measured.
- Post-launch results were based on **usage patterns** and **team feedback**.



Legacy Tech Constraints

- Faced **tech debt** that restricted major UI changes.
- Had to design around **existing architecture** instead of rebuilding it.
- Focused on **high-impact fixes**



I used a triangulated approach to uncover the biggest blockers – fast.

Step 1. Mapped the full user journey

- **How:** Recreated every setup flow (HTML & Link assets) across all plan levels.
- **Why:** To spot friction points and silent drop-offs across the complex workflow.
- **Outcome:** Multiple logic gaps: no entry-point guidance, unclear required fields, broken previews, and no success/error feedback.

Step 2. Gathered support & CSM insights

- **How:** Collaborated with Support, CSMs, and PM using Favro & Hubspot data.
- **Why:** To validate pain points and prioritize what truly affected adoption.
- **Outcome:** Found that unclear logic and poor validation caused high support load and client frustration.

Step 3. Audited UI & micro-interactions

- **How:** Conducted a field-by-field UI teardown to test error states and micro-interactions.
- **Why:** To identify silent blockers preventing successful asset creation.
- **Outcome:** Revealed missing validations, vanishing CTAs, and unmarked required fields.

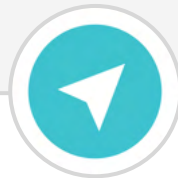
Step 4. Prioritized high-impact fixes

- **How:** Partnered with PM to rank issues by severity, frequency, and complexity.
- **Why:** To focus limited dev bandwidth on fixes that unblocked users fast.
- **Outcome:** Delivered 80 % of improvements within 3 months — no rebuild required.



Step 5. What I found: 5 UX gaps to turn a confusing feature into a reliable one.

After mapping the journey, auditing usability, and gathering feedback, we identified **five core UX focus areas** that guided the redesign.

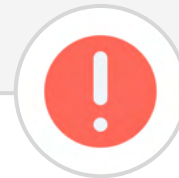


#1. Clear Guidance

Issue: Users didn't know what to do when starting.

Improvement: Adding empty states & progress cues

Why it could help:
Reduces hesitation and helps users complete first steps faster.



#2. Smarter validation

Issue: Broken or missing fields caused failed submissions.

Improvement: Adding required fields, inline & error validation

Why it could help:
Lowers error rates and builds trust through predictable feedback.

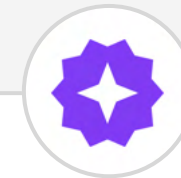


#3. Instant Feedback

Issue: Users couldn't tell if actions succeeded or failed.

Improvement: Adding success toasts and inline alerts.

Why it could help:
Reinforces clarity, prevents repeated actions, and improves confidence.



#4. Visual Clarity

Issue: Premium and basic features blended together visually.

Improvement: Adding premium badges and simplifying layouts.

Why it could help:
Improves scannability and reduces cognitive load.



#5. Reliable Interactions

Issue: Broken previews and unclear editing options frustrated users.

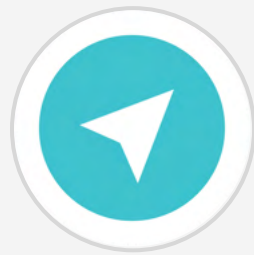
Improvement: Fixing preview logic and fixing "Manage" view.

Why it could help:
Increases flow stability and helps users complete actions smoothly.

From insights to action: translating UX gaps into design solutions

Each focus area informed a targeted design intervention to reduce friction, increase clarity, and improve task completion.

UX Focus Area	Design Goal	Key Intervention
#1. Clear Guidance	Help users know what to do from the first click	Added empty states with clear CTAs for easier feature discovery
#2. Smarter Validation	Prevent errors early and build user trust	Introduced inline validation, required fields, and clear error alerts
#3. Instant Feedback	Make system responses visible and predictable	Added success toasts, alert banners, and warning modals
#4. Visual Clarity	Improve scannability and make premium features obvious	Pre-selected defaults, added premium badges, simplified hierarchy
#5. Reliable Interactions	Ensure flow stability and action visibility	Introduced status chips, action icons, and clearer table structure

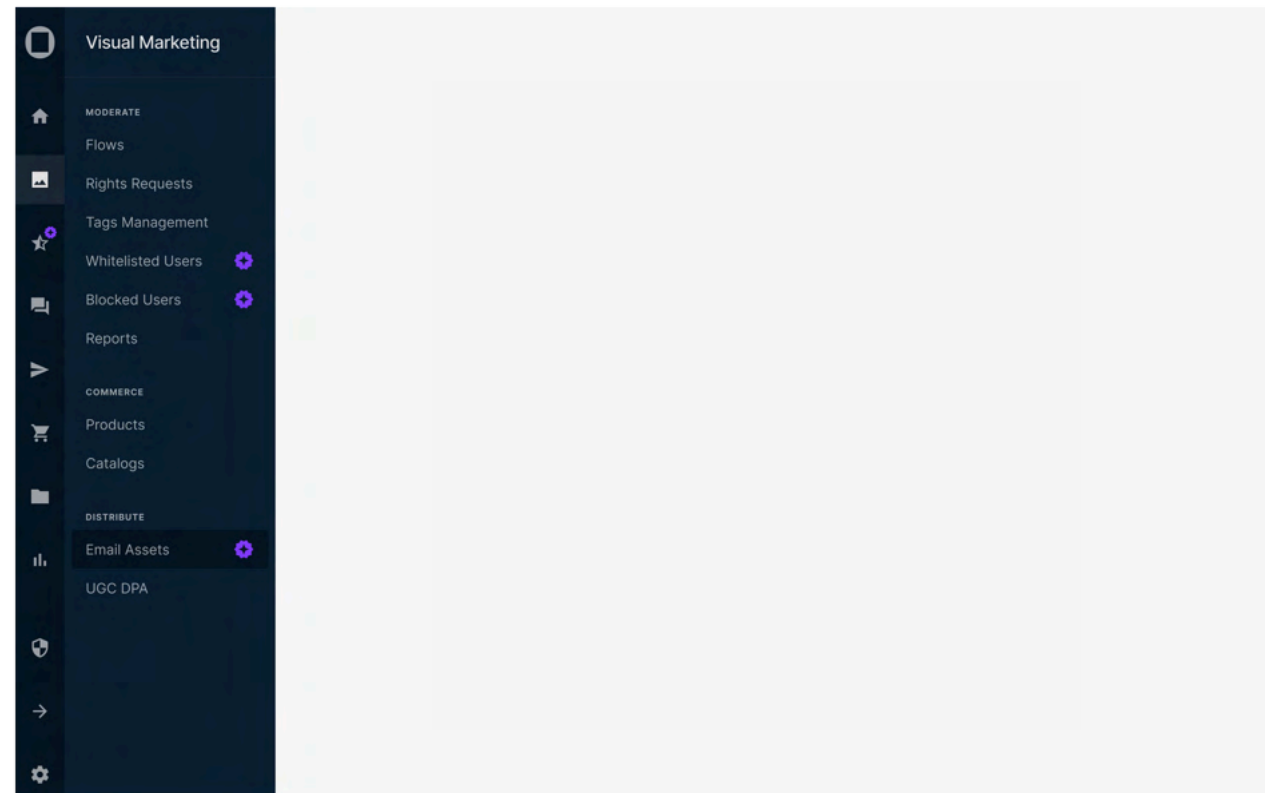


When a blank screen becomes a conversion opportunity.

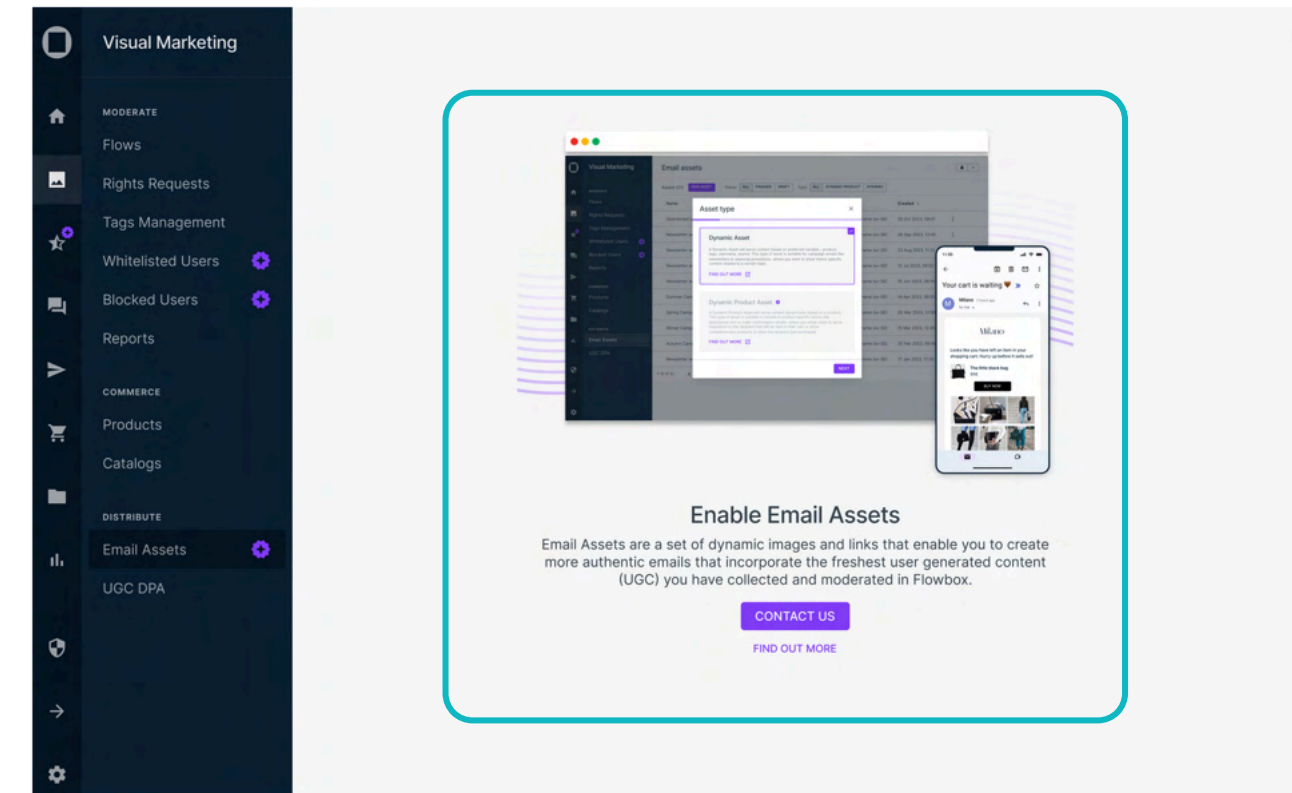
#1. Clear Guidance

→ Outcome: Reduced confusion and time to first action, increasing feature discoverability and task completion.

Before



After



Before: When the feature flag was off, users landed on a blank screen — no context, no guidance. They didn't know the feature existed or how to enable it.

After: Added contextual empty states with call-to-action guidance which enabled to reduce confusion and increase task completion.



Making 'Save as Draft' actually save

#2. Smarter validation

→ Outcome: Reduced failed submissions, prevented user confusion, and built trust through clear, predictable validation feedback.

Before

After

Before: Users could hit “Save as Draft” even when required fields were empty or broken. The system silently failed with no clear reason — leading to frustration and data loss.

After:

- Introduced inline error messages & required-field validation
- Disabled the Next button until all mandatory inputs were complete. Improved error alert when draft saving failed

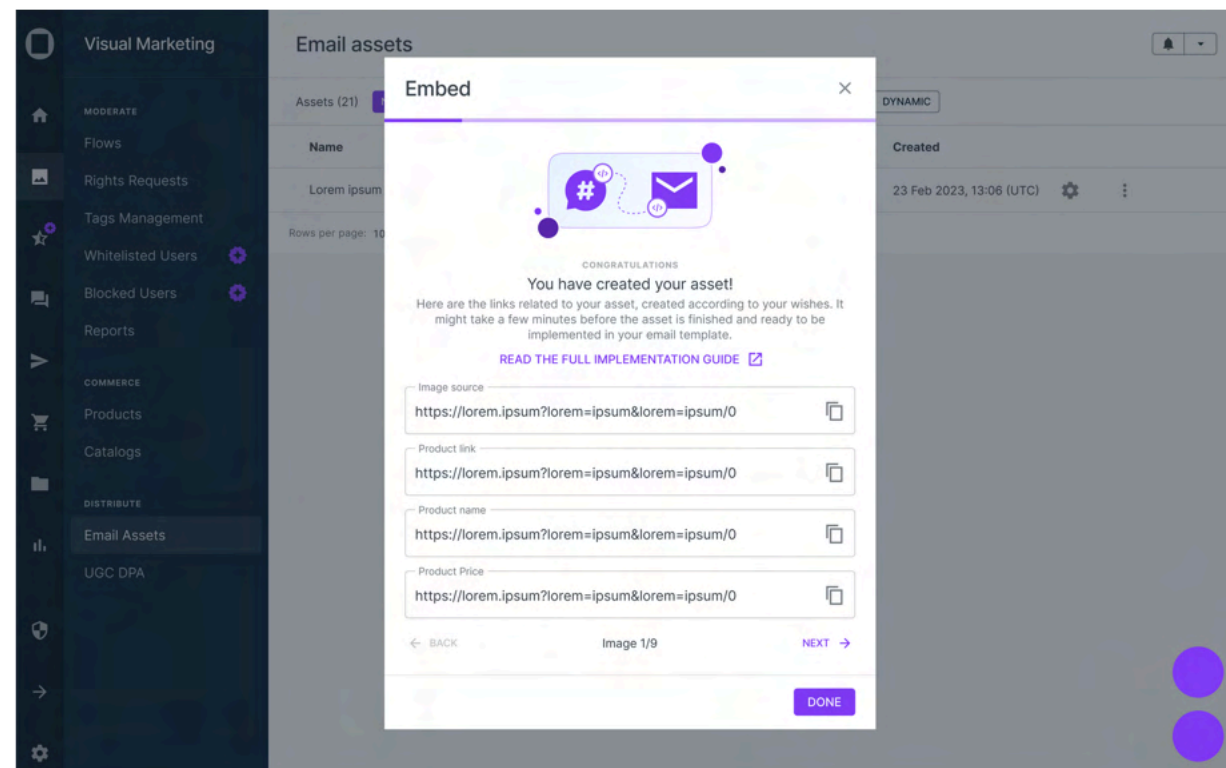


Making every action visible

#3. Instant Feedback

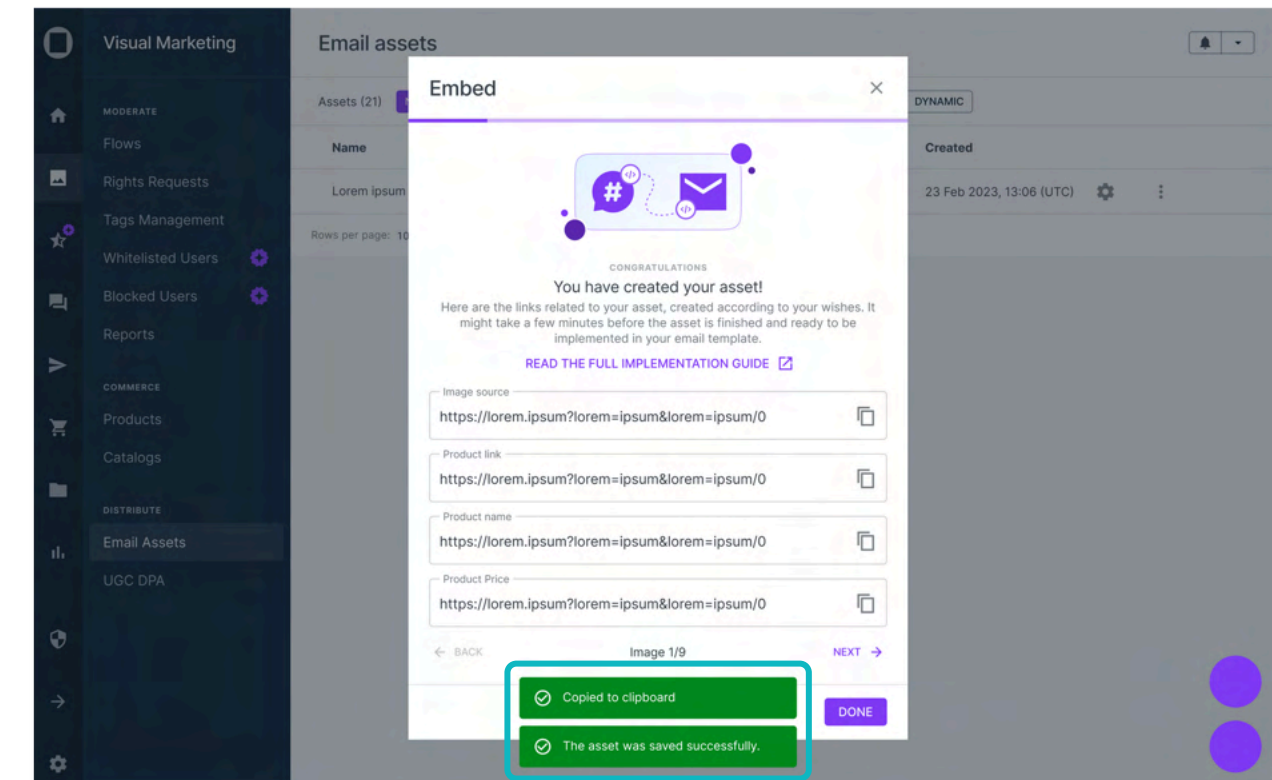
→ Outcome: Users instantly understood system responses. Reduced redundant clicks and improved overall trust in the platform.

Before



Before: Users couldn't tell if their work was saved or failed — leading to repeated submissions and confusion.

After



After:

- Added success toasts for “Save as Draft” and “Save Changes.”
- Introduced alert banners when cross-tab errors occurred.
- Added warning modals when quitting without saving.

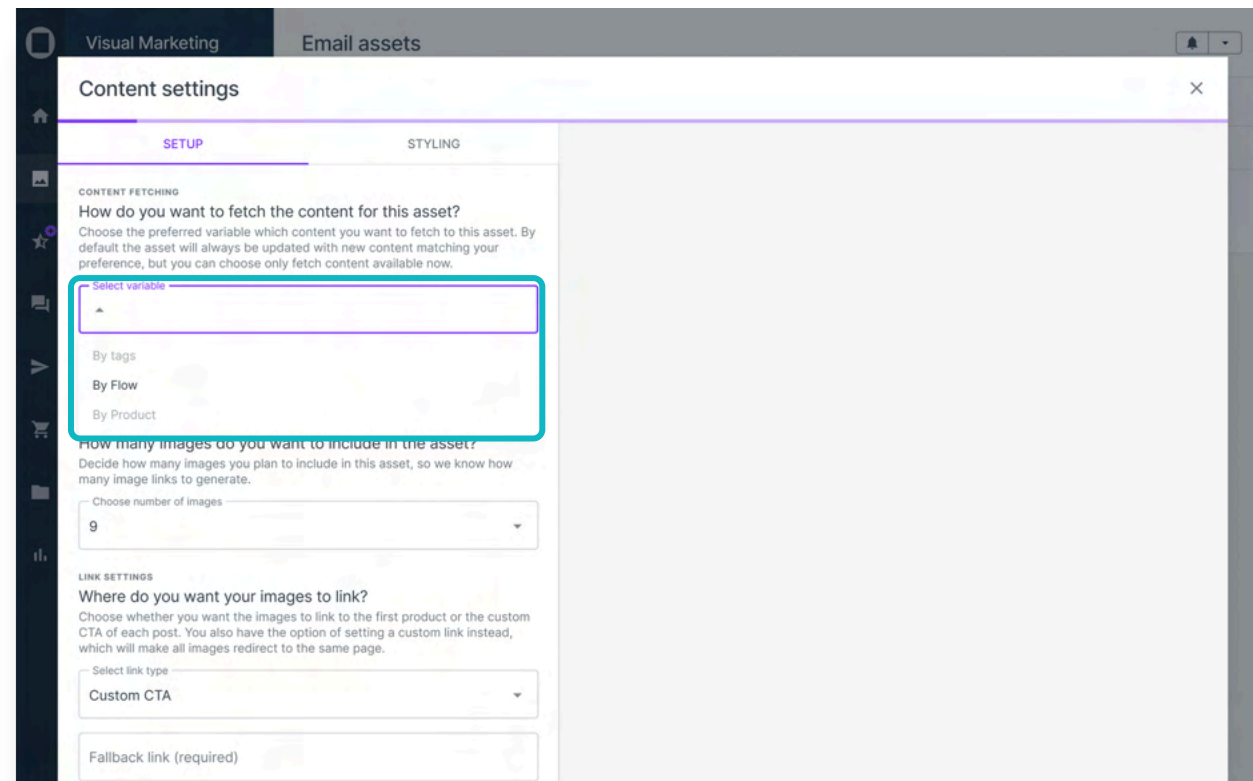


Making premium features obvious

#4. Visual Clarity

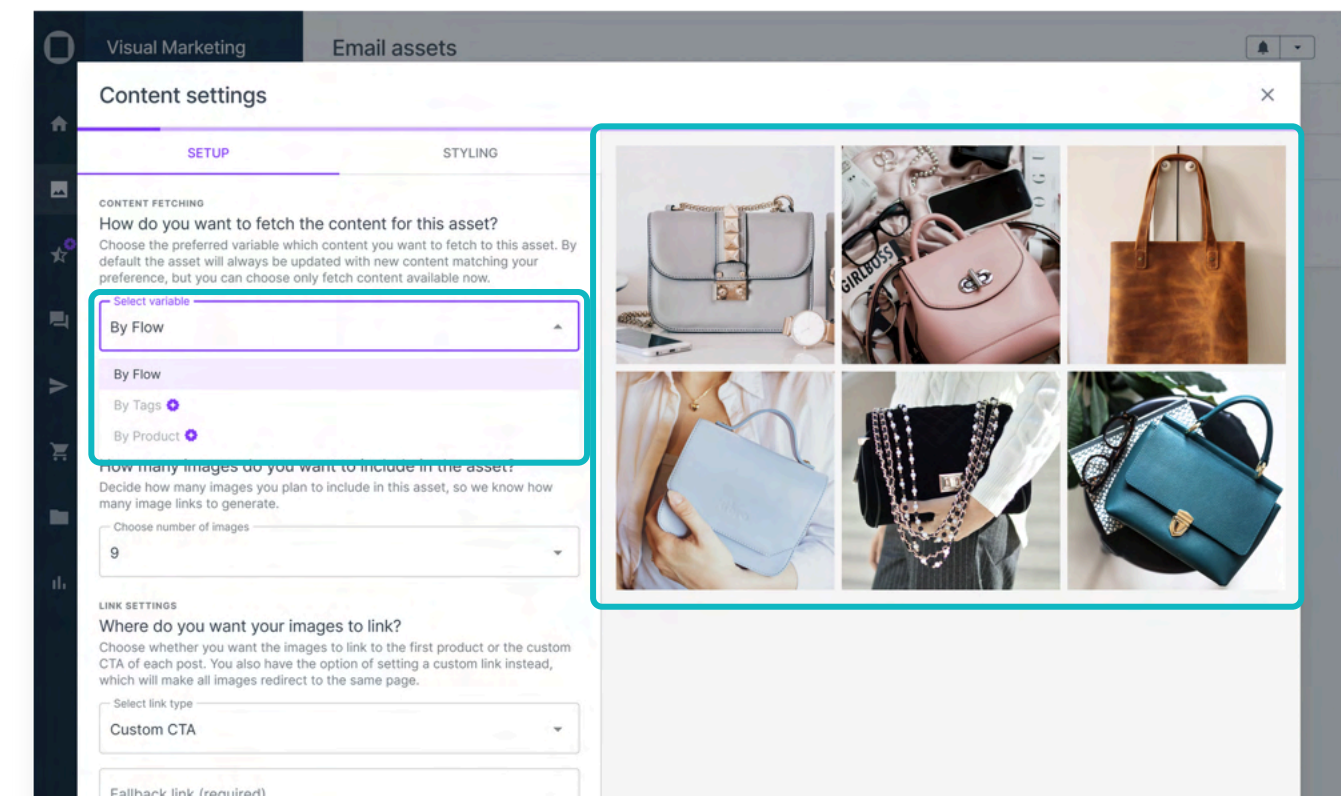
→ Outcome: improved user confidence and scanability, helping users instantly understand available options and reducing setup time.

Before



Before: No field was pre-selected, premium features weren't labeled, and the layout lacked visual hierarchy — leading to confusion and empty previews.

After



After:

- Pre-selected “By Flow” to always populate previews with content
- Added Premium badges to distinguish paid features
- Simplified content hierarchy and spacing for faster scanning



Helping users see what's done and what still needs work.

#5. Reliable Interactions

→ Outcome: users immediately understood their asset status and could manage them confidently – reducing friction, missed updates, and support requests.

Before

Name	Status	Type	Catalog	Created
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)

After

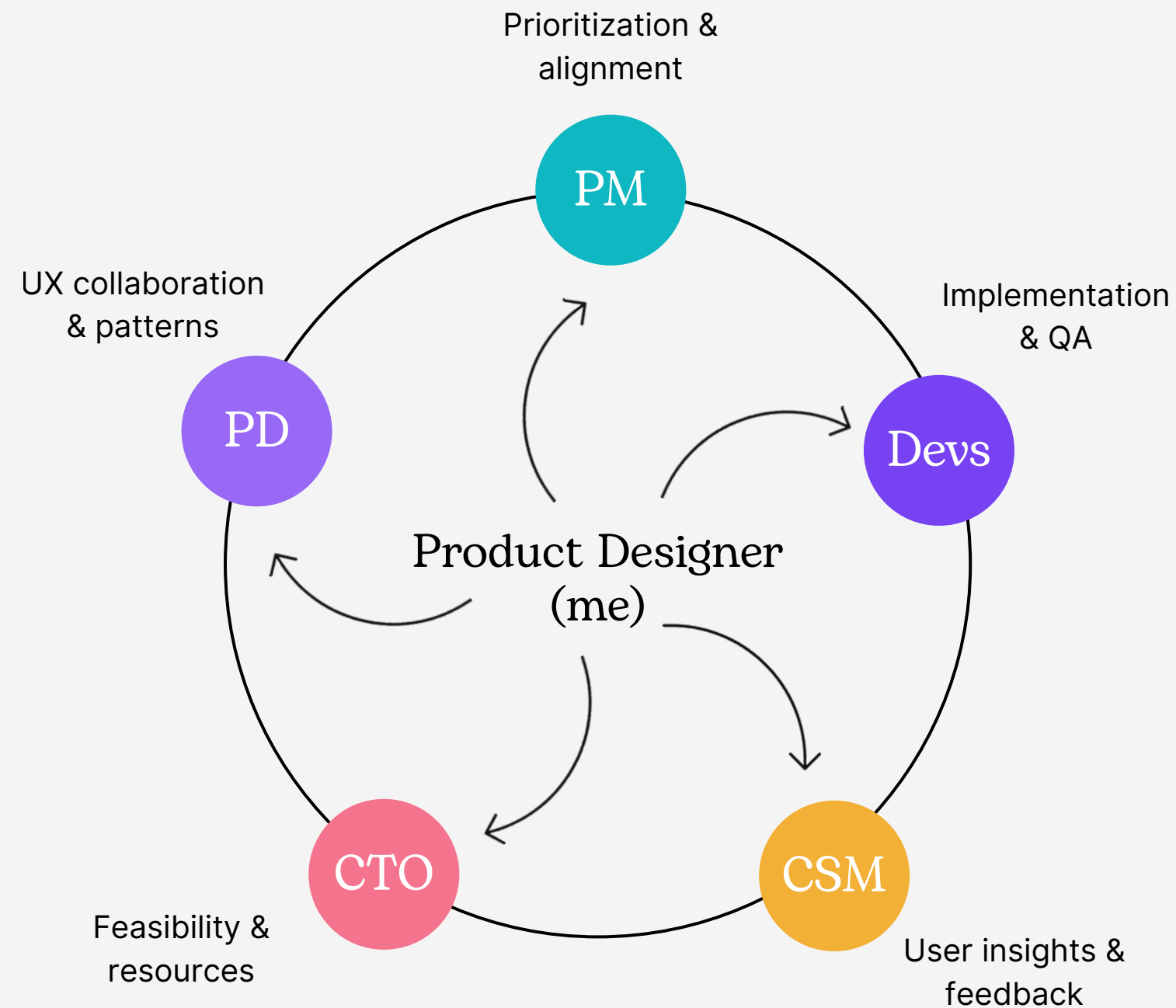
Name	Status	Type	Catalog	Created
Email Asset Name	Draft	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Draft	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Draft	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)
Email Asset Name	Finished	Dynamic Product	Catalog name	23 Feb 2023, 13:06 (UTC)

Before: Users couldn't easily tell whether their Email Assets were drafts or published. The "Manage" option was buried in overflow menus, making editing confusing and error-prone.

After:

- Introduced status chips ("Draft" / "Finished") for instant clarity
- Added a settings icon for quicker access to asset management
- Improved visual consistency and action visibility across the table

Designing fast, together



PM: Product Manager

CSM: Customer Success Managers

PD: Second Product Designer

CTO: Chief Technical Officer

Cross-functional design that balanced speed, quality, and impact.

Design Tradeoffs

- Prioritized **inline validation & previews** over full redesign to meet tech constraints.
- Focused on **quick-impact UX fixes** instead of rebuilds.
- Used **CSM feedback** in place of user testing due to time limits.

Collaboration & Handoff

- Worked **daily with PM** to triage bugs and align priorities.
- Partnered with **Devs** for QA validation and release readiness.
- Shared async **design handoffs** (Figma + Favro).

Iterations

- Ran design-QA rounds to **test edge cases** (draft saving, validation).
- Refined **hierarchy and field labels** from support feedback.
- Incrementally improved layouts within **existing architecture**.

UX fixes that boosted adoption and cut churn.

How did we measure success?

Churn rate (-10%)

- Derived from the ratio of Premium clients who renewed vs. churned in the two billing cycles post-launch — cross-checked with CSM data.

Feature Adoption (+55%)

- Tracked through internal logs of active Email Asset usage across Premium accounts, verified manually in HubSpot and Favro activity reports (frequency of asset creation & updates).

Support Requests (-35%)

- Measured via Zendesk/Favro ticket volume mentioning “Email Assets” or related validation/previews issues before vs. after release.

Next Steps?

- Implement usage tracking for data-backed insights
- Conduct usability testing with Premium clients
- Expand UX patterns to other advanced features

-10%

Churn rate

Fewer drop-offs after fixing blockers and broken flows.

+55%

Feature Adoption

Usage rose from ~35% to 55% after UX fixes and clearer steps.

-35%

Support Requests

Tickets dropped ~35% thanks to improved validation and flow.



Lessons learned

#1. *Small UX fixes can drive big business results:* Even without a rebuild, targeted design improvements led to measurable adoption and retention gains.

#2. *Collaboration beats perfection under tight constraints:* Close alignment with PMs, Devs, and CSMs allowed us to ship meaningful changes fast — proving that progress > perfection when timelines are short.

#3. *Data is ideal, but insights can come from anywhere:* Even without analytics, patterns in support tickets and renewal trends revealed where users struggled — and guided impactful design decisions.

Thank you for reading



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