

Julia Klepacka

PRODUCT DESIGNER

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ABOUT ME

Results-driven product designer and brand strategist with 10+ years experience across B2B, e-commerce and startups - underpinned by a foundation in economics.

I take a holistic, user-centred approach to design, combining strategic thinking with beautiful craft to deliver impactful, emotionally resonant solutions that balance form and function.

From launching revenue-generating products to revitalising brands, I bring together product, design and commercial insight to create work that delivers real value.

SKILLS

- UX & UI design
- Brand & visual design
- Product strategy
- Product development
- Wireframing
- Prototyping
- Usability testing
- User research
- Data analysis
- Figma
- Adobe XD
- Atlassian
- Google Workspace
- Notion & Coda
- Amplitude
- Google Analytics
- Shopify
- Webflow
- Basic HTML
- UserTesting, Maze & Dscout
- AI tools (mainly ChatGPT, Perplexity, Gemini, Lovable)

EDUCATION

Designlab | 2020 - 2022
UX Academy, UX & UI Design

General Assembly | 2017
Digital Marketing Intensive Course

SOAS, University of London | 2013 - 2016
BSc (Hons) Economics - 2:1

EXPERIENCE

Financial Times - FT Professional (B2B)

Product Designer | 2023 - Present

Junior Product Designer | 2022 - 2023

As an end-to-end product designer, I create impactful B2B experiences and tools by:

- Translating complex user insights into intuitive designs
- Leading design projects from concept ideation to launch
- Collaborating closely with cross-functional teams
- Effectively communicating design decisions to senior stakeholders
- Facilitating design critiques and workshops to elevate team performance
- Contributing to product strategy and OKRs to align user needs and business goals

I lead design efforts on projects such as:

- Vision work for Workspace, a customisable space for FT Professional users to follow work-related stories with extra content and analysis
- Brand refresh across the product portfolio with an aim to significantly improve awareness of the FT Professional brand
- Core navigation changes for FT Professional users to improve findability of our products and features
- Web and app optimisation of Ask FT (*an AI-powered Q&A feature based on FT's trusted journalism*) to support the rollout to 1.8 million subscribers

Past projects

- Re-design of FT Professional subscription forms to streamline the joining process → *Lifted the conversion from 23% to 60%*
 - Monetary Policy Radar, a new paid FT Professional product offering predictive insights on monetary policy for investors (0-1 project) → *Helped generate £50K in first-year revenue and contributed to a pipeline of quality leads by launching FT Professional's first-ever self-serve trial option*
 - Product vision storyboard for the FT Professional product strategy → *Significantly helped to convey the vision to all stakeholders*
 - First-ever self-serve checkout for FT Professional subscriptions → *Enabled the sales team to focus on higher-quality leads*
 - HTSI Curates - e-commerce initiative to explore new revenue streams → *successful MVP validation*
 - Building tools and integrations to enhance the FT Professional user experience, including advanced sharing functionalities, a highlighting tool and AI-powered article recommendations
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Heritage Blue | Natural textiles

Label co-founder | 2020 - Present

Launching sustainably produced & women-run independent label focused on a thoughtfully curated collection of home linens & botanically dyed silk.

Jarlo London

E-commerce and Brand Manager | 2014-2021

Experienced E-commerce & Brand Manager with expertise in optimising website performance, executing marketing activities and managing social media strategy. Successfully managed a Shopify based store, maintained the brand's image across all digital channels and collaborated with a design agency on the strategic site re-design.