

Vaida Mastaraite

Lead Product Designer

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[Portfolio](#)

[Linked in](#)

Experience

Dotgrafix

Jun 2019 – Present

Founder & Designer

I've supported clients such as Unilever, Out of Home Partners, Dutch dog and many more on smaller branding and web design projects, helping them sharpen their digital presence and connect with their audiences.

Conveya

Nov 2020 – Sep 2025

Lead Product Designer

Working in a hybrid role that blends product ownership, UX leadership, and project management as a link between design, development, and stakeholders within a B2B SaaS Startup.

- Design and manage cross-platform experiences, including key features across both the mobile app and web experience to ensure consist and usable ecosystem.
- Define product requirements, user flows, and priorities in close collaboration with leadership
- Write Jira tickets, run stand-ups, and coordinate across cross-functional teams.
- Conduct QA to maintain release quality, ensuring design intent carries through
- Deliver internal and client-facing reports, including data insights and recommendations
- Onboard new clients to the platform, helping them understand the product, set up their accounts, and get value from day one
- Support content strategy across product and marketing: research-driven blog posts, help guides, and in-product copy

Education

BSC (HONS) Web design and development

Edinburgh Napier University | 2020

Skills

Design

UX/UI Design, UX Testing, User Research, Mobile Design, Corporate Branding, Design Systems, Accessibility Designa

Product Management

Agile & Waterfall Methodologies, Feature Prioritisation, Product Lifecycle Management, Onboarding, Requirement Specifications, Business Analytics

Tools

Figma, Notion, Atlassian, Miro, Chat GPT, Webflow, Canva, Tailwind

References

Paul Duffy

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