

Ivana Bekvalac

Senior UX/UI Designer | Product Designer

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PROFESSIONAL SUMMARY

Results-driven Senior UX/UI Generalist and Product Designer with 8+ years of experience crafting scalable, user-focused digital experiences across Fintech, Web3, SaaS, E-commerce, Health, Retail, Education, and Agritech. Expert in leading cross-functional teams through the full design lifecycle - from user research and ideation to prototyping, testing, and implementation. Skilled in data-rich dashboards, responsive mobile apps, intuitive onboarding flows, and robust design systems using Figma, Sketch, and Adobe XD. Also experienced as a Product Owner and Requirements Engineer, bridging user needs with engineering constraints to deliver impactful solutions.

KEY RESULTS

- Increased Web3 platform user activation by 30% via optimized onboarding (OvertimeMarkets)
- Improved faster task completion by 43% (Rewardly.tech)
- Created scalable, component-based design systems adopted across multiple products and teams
- Enhanced e-commerce conversions and customer retention significantly through strategic UX improvements

EXPERIENCE

Senior UX/UI and Product Designer | [Rewardly.Tech — Real-Time Compensation Benchmarking Platform](#)

November 2024 – June 2025 | Contract

- Led end-to-end product initiatives for SaaS platforms, owning discovery, problem definition, solution design, and delivery in collaboration with engineering, analytics, and stakeholders.
- Translated business objectives and user needs into clear product requirements, user stories, and acceptance criteria, ensuring alignment across cross-functional teams.
- Owned and optimized core user journeys including onboarding, dashboards, account management, and feature adoption, driving improvements in usability, engagement, and conversion.
- Partnered closely with developers to scope features, manage trade-offs, and deliver solutions balancing user value, technical feasibility, and business impact.
- Informed product decisions using user research, usability testing, and product analytics, iterating based on data and real user feedback.
- Contributed to roadmap discussions by identifying opportunities, prioritizing initiatives, and assessing impact against product goals and KPIs.
- Defined scalable UX patterns and contributed to design systems to support faster development cycles and consistent product experiences.

Senior UX/UI & Product Designer | [OVERTIME — Decentralized Web3 Sports Betting Platform](#)

April 2021 – Present | Core Contributor

- Designed user-friendly onboarding and wallet abstraction UX, simplifying complex crypto interactions and increasing first-time user conversions by over 30%.
- Integrated fiat payment flows and gasless transaction processes, effectively bridging the gap between Web2 and Web3 users.
- Enhanced user retention and engagement through gamification features including XP systems, leaderboards, and reward mechanisms.
- Created interactive tutorials, tooltips, and educational content to efficiently onboard non-crypto users.
- Collaborated closely with blockchain engineers, ensuring seamless integration of UX with blockchain technology and smart contracts.

UX/UI & Product Designer | THALESMARKETS — Prediction Markets & DeFi Options Protocol

April 2021 – May 2024 | Core Contributor

- Designed intuitive, accessible user experiences for complex DeFi financial products including binary options trading, prediction markets, and staking vaults.
- Developed a unified and adaptive design system to standardize user interactions across multiple decentralized applications (dApps).
- Simplified probability visualizations and transactional user flows, improving comprehension and trust among new and existing users.
- Led iterative usability testing, validating design solutions and ensuring alignment with user expectations and product strategy.
- Coordinated closely with smart contract developers, aligning interface designs with on-chain functionalities.

UX/UI Designer / Product Owner | Prodyna — Enterprise B2B Software Development

September 2017 – October 2021 | Full-Time

- Successfully transitioned from QA and requirements engineering roles into product ownership and UX/UI design, leveraging deep technical knowledge.
- Managed end-to-end product design cycles from requirement gathering and technical documentation to prototyping and final product delivery.
- Directed creation of detailed user stories and agile processes, ensuring close alignment between design, product management, and engineering teams.
- Developed robust, scalable front-end UI designs, significantly improving usability, client satisfaction, and accelerating product development timelines.

UX Researcher / Growth Strategist | MyTrendyPhone — E-Commerce Platform

October 2010 – September 2017 | Full-Time

- Led UX research and customer journey optimization for an e-commerce platform, significantly increasing conversion rates through strategic A/B testing and iterative design improvements.
- Translated in-depth customer service insights into actionable UX/UI enhancements, reducing customer churn and improving user retention.
- Coordinated multidisciplinary teams (marketing, product, tech) to execute user-centered strategies, leveraging qualitative and quantitative data to drive informed product decisions.

CORE COMPETENCIES

- UX & UI Design Strategy
- End-to-End Product Design & Ownership
- User Research & User Journey Mapping
- Usability Testing & UX Validation
- Interactive Prototyping (Figma, Framer, Adobe XD)
- Design Systems & UI Components
- Data Visualization & Analytics Dashboards
- Mobile-First & Responsive Web Design
- Agile Collaboration & Product Management
- Requirements Engineering & Technical Documentation
- Accessibility Standards (WCAG)
- Web3 UX (Wallets, Staking, Onboarding)

TOOLS & TECHNOLOGY

Design: Figma, Sketch, Framer, Adobe XD, Protopie, Lottie

AI Tools: Cursor, Lovable, v0, Claude Code

No-Code: Webflow, Framer

Workflow: Jira, Notion, Miro, FigJam, Maze

Code: HTML, CSS, JavaScript (basic)

LANGUAGES

- English (Fluent)
- German (Professional Working Proficiency)
- Portuguese (Conversational)

INTERESTS & COMMUNITY

Passionate about inclusive and ethical design, health tech innovations, educational platforms, gamified experiences, photography, and ceramics. Active participant in local UX & product design communities.