curriculum vitae

Vytautas Ramanauskas

born on October 4, 1992

+370 625 31 560

ramanauskas.vr@gmail.com

vytasvytas.framer.website

currently lives in Vilnius, Lithuania

education

2011 - 2016	**Master of Law (Commercial law)** Vilnius University, Lithuania
2014 - 2015	**Master of Law / Exchange** Utrecht University, the Netherlands

experience

2024 - now   **TRANSFERGO**

Head of Product Design

- Promoted to Head in the end of 2024 — took on full ownership of design function, team strategy, and hiring alongside hands-on product work

- Scaled and led a team of 5 designers (consumer and SME areas)

- **Built AI tooling** and a Figma-to-code design system pipeline: illustration generation, custom copy review, and usability evaluation → multiplying team output without increasing headcount

- **Led activation funnel overhaul** — driving meaningful conversion improvements by 7.19% (leading to revenue growth by $1M+)

- Revived TransferGo for Business — SME ID verification completion improved from 22% to 53%; product reached its growth OKR in terms of monthly Money Flow

- Shipped multi-currency wallets and spending cards (Apple Pay, Google Pay, Visa Click to Pay — all externally approved)

2022 - 2024   **TRANSFERGO**

Lead Product designer

- Led a team of 3 designers (mentorship and work alignment)

- Full re-design of TransferGo Business (SME) — increased onboarding conversion from 35.6% to 47.1%, generating $1M+ additional revenue; NPS up to 73

- Established design workflows bridging Design, Product and Engineering

- 100+ hours of user research including interviews and usability testing

- Managed and documented TransferGo design system

2021 - 2022   **BILLO.APP**

Lead Product designer

- Led end-to-end redesign of the acquisition funnel and order experience: purchase conversion rose from 2.8% to 3.5–4.68% over 12 months

- Designed "add creators post-approval" feature: a single UX intervention generating ~$20K additional revenue per month

- Solved video delivery delays through shipping tracking integration and creator stats profiles — late deliveries (21+ days) dropped from 14.14% to 6.42%

- Performing user research (both supply & demand side) - user interviews, surveys, usability testing (pre-release, post-release / moderated & un-moderated) (80+ hours)

- Introduced duration-based pricing and new video types — average order value grew from ~$128 to ~$164; monthly GSV reached $500K for the first time

- Developing Billo design system & applying consistent design practices across the company's products

2021 - 2021 **TREATWELL**

Product designer

- Shipped recurring appointments for Europe's largest beauty marketplace — adopted by 834 venues; no-show rate halved, rescheduling rate dropped 4×

- Designed patch test management system (automated SMS + bookable service): 430 bookings/day at 28.6% conversion; improved efficiency 3.7× through channel-targeting experiment

- Overhauled self-sign-up onboarding: reduced partner time-to-live from 8 days to ~5 hours; service upload completion up 15 percentage points

- Performing user research, including user interviews, surveys (pre-release, post-release) (100+ hours of interviews & usability testing)

- Redesigned Connect mobile navigation — made the app IA scalable for the first time since launch, for a user base where 57% relied on mobile exclusively

- Contributed to Treatwell design system across a cross-functional team of designers

2019 - 2021 **DANSKE BANK**

UX/UI Designer

- Sole designer across 8 Agile BPM squads — built the design function from scratch, introducing wireframe sign-off, design reviews, and structured usability testing as standard practice

- Contributed design to BPM automation processes that reduced key banking workflows from weeks to days — company account opening cut from 30 days to ~7

- Rebuilt the BPM component library, replacing a decade-old IBM BPM default UI with a modernised system aligned to Danske Bank's CVI design standards

- Replaced informal "sandboxing" with structured task-based usability testing with front and back-office employees, feeding findings into pre-release improvements

- Drove design adoption across the department: made the design a mandatory step before every release

| 2017 - now | **FREELANCE PRODUCT WORK** |
| | Freelance Product Designer |

- End-to-end product design across B2B and consumer products — discovery, research, IA, wireframing, prototyping, and usability testing
- X audits for web and mobile products, identifying usability issues and prioritising fixes
- Documenting the process by creating task flows, user journey maps, scenarios, personas; Defining projects' MVPs

earlier work experience can be provided upon request

courses & certification

2022 - 2023	**Interaction Design Foundation**
	Copenhagen, Denmark (remote)
2021	**University of Michigan**
	User Experience Research and Design (Coursera, remote)
2018 - 2020	**Interaction Design Foundation**
	Copenhagen, Denmark (remote)
2018	**UXkursas.lt UX/UI course**
	Usability ISO 9241 standard
2017	**Google Analytics Academy**
	Analytics for Business
2017	**Udemy**
	UX Design Fundamentals & Master's courses

software & tools

| **Know very well** | Figma, Sketch, Webflow, Framer, Chat GPT, Claude, Whimsical, HotJar, Miro, Trello, Slack, Notion, Atlassian JIRA & Confluence, Google Suite, MS Suite |
| **Know well** | Cursor, Figma MCP/Dev Mode, MixPanel, Amplitude, Tableau, Adobe Photoshop & Illustrator, Google Analytics |

languages

Lithuanian	Native tongue
English	Fluent, C1
German	B1