

Curriculum Vitae

Vytautas Šiugžda
Product Designer — AI Systems, Growth & Complex UX

Kaunas/Vilnius, Lithuania · EU work authorization ·
siugzdavytautas@gmail.com · [LinkedIn](#) · Portfolio available on request

Product Designer with a background in SaaS growth, product communication, AI workflows, and complex digital systems. Experienced in translating ambiguous product problems into structured flows, testable design directions, and clear user decision paths. Recent work spans AI interaction models, marketplace conversion flows, mobile UX, trust mechanisms, ASO experimentation, and performance-informed product communication.

Core Skills

Product Design: UX/UI design, user flows, wireframing, prototyping, interaction design, mobile product design, design systems, journey mapping, information hierarchy

Research & Validation: user interviews, stakeholder input, feedback loops, usability thinking, hypothesis-driven design, A/B testing, performance signals

Growth & Systems: ASO, product communication, acquisition design, marketplace flows, trust systems, onboarding, payment-state communication, scalable design workflows

Tools: Figma, Framer, Adobe Creative Suite, Photoshop, Illustrator, After Effects, MidJourney, Visual Electric, ChatGPT, Gemini

Technical literacy: basic C#, development fundamentals, game logic, prototyping mindset, technical feasibility

Collaboration: cross-functional collaboration, stakeholder management, product thinking, design reviews, feedback synthesis, agile team communication

Experience

Servidos
Lead Product Designer
2026 Apr – Present · Contract

- Led product design for Servidos, an early-stage two-sided service marketplace launching in Argentina.
- Designed launch-critical customer and provider flows, including request creation, provider job discovery, offer submission, offer comparison, payment authorization, autosave recovery, cancellation states, and review moments.
- Mapped marketplace friction points across the core loop to identify where trust, motivation, and operational complexity intersected.
- Reframed onboarding and verification timing so customers and providers encountered friction at moments of clear intent, rather than before understanding the product’s value.
- Designed offer-card and payment-authorization structures to help customers compare provider identity, trust signals, scope, price, next actions, and protected payment states.

- Helped prioritize launch-critical UX improvements for beta while avoiding unnecessary full-redesign delay.
- Proposed autosave and draft recovery patterns to protect provider effort in long mobile proposal flows.

Surfshark
Graphic Designer — Mobile & Paid Media
2023 Nov – 2026 Jan · Full-time

- Owned ASO creative direction for mobile acquisition experiments, creating screenshot sequences, value proposition framing, message hierarchy, visual directions, and production-ready app-store assets.
- Translated user research inputs, performance signals, growth hypotheses, and stakeholder direction into testable app-store creative directions.
- Worked closely with marketing and growth stakeholders to align creative execution with acquisition goals, testing needs, and brand consistency.
- Built repeatable Figma systems, naming structures, and production workflows for high-volume affiliate and paid media campaigns.
- Reduced production time for a 6,000-asset global affiliate campaign from approximately three weeks to one week through a structured Figma workflow.
- Developed AI-assisted workflows for ideation, art direction, visual exploration, realistic image generation, and brand consistency.

Convera
Graphic Designer
2022 Apr – 2023 Nov · Full-time

- Supported the Western Union Business Solutions to Convera brand transition across digital, print, web, and internal communication touchpoints.
- Created brand-consistent campaign assets, presentation systems, templates, and design principles for a global B2B audience.
- Contributed to sub-brand materials, live event branding, web assets, and digital-first marketing communication.
- Worked across stakeholder feedback, brand requirements, and production constraints to deliver scalable design assets for a large international organization.

Western Union Business Solutions

Graphic Designer

2021 Mar – 2022 Apr · Full-time

- Designed digital and print marketing materials for the B2B branch of a globally recognized financial services brand.
- Created campaign assets, illustrations, iconography, data visualizations, presentations, and branded communication materials.
- Introduced motion graphics into the global marketing workflow, expanding the team’s creative output formats.

Vytautas Šiugžda Design

Graphic Designer

2019 – 2023 · Freelance

- Delivered branding, logo design, storefront visuals, advertising, newsletter design, web page design, and custom illustration for small business clients.
- Provided branding consultation and visual direction for small to medium businesses.
- Managed client communication from brief clarification to final delivery.
- Prepared print-ready and digital assets across multiple formats.

Education

Bachelor of Arts

Vytautas Magnus University

2014 - 2019

Additional Training

Entrepreneurship Academy — Vytautas Magnus University

Completed interdisciplinary entrepreneurship training covering design thinking, Double Diamond process, Business Model Canvas, Value Proposition Canvas, SWOT analysis, early-stage venture development, and problem-to-solution framing.

Graphic Design Certificate

Specto Ltd

2019 - 2020

Selected Product Design Work

- Faro — Conceptual AI interaction design case study exploring trusted AI execution across devices. Focused on voice/text delegation, asynchronous system states, ambiguity handling, human-in-the-loop confirmation, and recovery paths.
- Surfshark ASO — Growth and product communication case study exploring app-store listings as high-impact acquisition decision surfaces. Focused on value proposition framing, screenshot sequencing, testable creative directions, message hierarchy, and acquisition clarity.
- Servidos — Marketplace UX and mobile product design for a two-sided home-services platform. Focused on onboarding friction, offer comparison, payment authorization, autosave recovery, and launch-priority UX decisions.