Keve Lipovszky

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Senior UX / Product designer

With over 20 years of experience as a UX and product designer, I am deeply passionate about Growth Design, specializing in areas like acquisition, activation, and driving product innovation through experimentation and hypothesis. My experience enables me to address complex challenges, aligning product design with business goals and user needs effectively. My analytical mindset, combined with a commitment to collaborative teamwork, empowers me to devise strategies that not only address immediate challenges but also foster long-term growth and user satisfaction.

Experience

Product Design Lead, Strategic Design Consultant   **Training360**   Jan 2022 - Feb 2024

My role primarily involves overseeing UX and design for our digital products, producing deliverables like workshops, wireframes, user research, and developing a design system. I promote design thinking within our organization and serve as a Product Strategist, focusing on new product directions and prioritizing value in our digital development initiatives, with a strong emphasis on human-centered design and customer experience in the B2B sector.

- Led the design of Training360's B2B mobile applications (iOS, Android), aligning it with an external Agile team, overseeing testing, feature validation, documentation, test scenarios, and QA roles.
- Designed a product allowing HR staff to build custom training plans with their e-learning materials, manage groups, and generate reports.
- Organized UX research, client interviews, and renewal workshops to redesign the website, based on a comprehensive design system.
- Contributed to the renewal of two Thinkific-based e-learning libraries, including workshops, design, and the handoff of developer tasks alongside Rob Galwin, a Thinkific expert.
- Initiated a new e-learning reporting system leveraging Thinkific's API, webhooks, and SSO data with Power BI Desktop, due to the original Thinkific platform's limited features.
- I regularly crafted presentations for the board on topics like mobile app and e-learning strategies, team restructuring, B2B pricing, sales support, and churn management, simplifying complex issues into actionable strategies.

Senior Product Designer   **Shapr3D**   Oct 2021 - Dec 2021

I had the opportunity to work in a primarily engineering-oriented, fully agile organization with strong CAD focus. I gained numerous lessons and valuable experiences in the product team, especially in the area of growth strategies.

- Collaborated with Product Managers and Engineers in a SaaS product environment, contributing to complex workflow projects.
- Conducted growth-related experiments based on User Research, employing Data Analysis to inform Data-Driven Design decisions.
- Maintained a deep understanding of graphic fundamentals and typography, using design software to craft compelling user interfaces.

Freelance Product Designer, Service Design Consultant   **Freelance**   Jan 2021 - Oct 2021

- Contributed to the brand and website renewal of Ittaszezon, a community marketplace service that connects buyers with farmers.
- Launching a service called Uzuzd, similar to Vinted, designing and wireframing the service's interfaces and operations
- Paywall implementation project for one of Hungary's top independent news organizations (444), playing a role that combined both advisory and product design responsibilities.

Founder and Head of Design   **The Cook**   jun 2009 – Dec 2020

As a founder and owner, I participated in the business and product development of our successful dating startups, gaining expertise in business strategy, management, from inception to exit. We also provided consulting and design services to external clients, such as FHB and OTP banks

- Engaged in full-cycle product development, from ideation to MVP.
- Focused primarily on enhancing UX and product design for web and mobile applications.
- Involved in strategy and conceptual validation.
- Conducted AB testing, and experimented with payment systems and pricing.
- Adopted new frameworks and methodologies.
- Played a key role in aligning visual strategies with business development objectives.

Skills

- Advanced UX/UI design skills
- Proficiency in design and prototyping tools (Figma, Adobe Creative Suite)
- Strong understanding of user-centered design principles
- Experience in A/B testing and data-driven design decision-making
- Experience in user research and usability testing
- Ability to create wireframes, user flows, and interactive prototypes
- Knowledge of responsive web design and mobile app design
- Experience with design systems and standards
- Ability to work collaboratively in cross-functional teams
- Problem-solving skills and creativity
- Strategic thinking and ability to align design decisions with business goals
- Continuous learning mindset to stay updated with the latest design trends and technologies
- Time management and project management skills
- Ability to take and give constructive feedback
- Leadership skills and experience mentoring junior designers.

Tools

- Figma
- Figjam, Miro
- Jira, Confluence, Notion
- Adobe PS, AI
- Power BI

Education

PTE - University of Pécs, Hungary

Master's Degree, Fine/Studio Arts, General