

Irina Csapo | Product Designer

Designing web & mobile experiences that drive conversion and growth

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SUMMARY

Product Designer with 14+ years' experience in the design industry. Recently, at Omaze, I designed, optimised, and iterated hypothesis-driven design experiments that balance user needs with commercial growth. I work across discovery, acquisition and subscriptions to deliver end-to-end journeys on high-traffic web platforms, driving conversion uplift, reducing friction in key funnels, and supporting retention and churn-prevention initiatives. With a strong technical foundation in UX/UI and a product-led mindset, I collaborate closely with CRO, Data, Engineering and Growth teams to prototype, test hypotheses, iterate quickly, and ship measurable improvements. I'm motivated by thoughtful design, clear success metrics, and building products people love.

SKILLS

- **Figma, Webflow, Adobe Suite** (Photoshop, Illustrator, InDesign, Lightroom, After Effects)
- **AI Tech Stack:** Claude (research, strategy assistant), Claude Code (coding), Figma Make (prototyping), Vercel (hosting), Nano Banana Pro (image gen), Notion AI (note base)
- **UX & UI:** Wireframing, Prototyping, User Journeys & Flows, User Research, User Testing, User Stories
- **HTML, CSS, Javascript**
- **Visual Design:** Logos, Branding, Typography, Layout, Information Hierarchy, Proportion, Colour
- **Motion Design** (After Effects, Rive.app, SVGator)

EXPERIENCE

Omaze UK | May 2024 - March 2026

Product Designer | Designing experiment-driven, high-impact web & mobile experiences

- Launched new draw product, driving **+35% conversion uplift** and £1.5m revenue in December
- Designed and optimised conversion journeys and add-ons attachment rates by **27%** through improved placement, value framing, and UX clarity, across discovery, acquisition and subscriptions
- Reduced subscriber cancellations by **9.5% in 3 months** via redesigned cancellation-retention flows
- Translated business requirements, user needs, and experimentation hypotheses into clear, practical design solutions
- Identified usability issues and UX opportunities within journeys
- Partnered closely with CRO to design testable variants for A/B and multivariate experiments
- Reduced friction across key user funnels, with a focus on PAYG and subscription journeys
- Focused on churn prevention and loyalty initiatives through continuous testing and iteration

Tappable | Oct 2020 - March 2024

Product Designer & Webflow Developer | Focused on designing mobile and web apps

- Designed end-to-end web & mobile apps for finance, healthcare & IoT (hardware-connected apps)
- Designed brand identity assets, high-res wireframes, interactive prototypes and visual design
- Designed, built, shipped and maintained Webflow websites and conversion-focused landing pages
- Created animated icons and assets for apps (After Effects, Rive.app)

Sodexo | Sept 2016 - Oct 2020

Senior Digital & Motion Designer focused on Marketing / Employee Benefits

- Created multiple design assets for B2B, B2C, incentive and recognition platforms
- Used UX and UI to improve digital platforms and apps
- Nurtured relationships with account managers, clients and web development teams
- Researched, wrote and presented various projects to senior stakeholders
- Mentored junior designers and staff

DAPA | Jan 2015 - Sept 2016

Digital / Graphic Designer focused on SEO and conversion

- Lead web / graphic designer for various in-house projects
- Created websites & landing pages, heavily focused on lead generation, increased conversion and SEO page rank optimisation
- Created logos, branding and printed assets for various clients

EDUCATION

Data-Driven Design

DesignLab.com

June- 2025

- Insightful course about using product data to inform design decisions, experimentation, and optimisation across various design lifecycles
- Applied data-driven insights to demonstrate business impact, support decision-making, and influence stakeholders

Designing UX for Emotion, Empathy & Inclusion Workshop

School of UX, London

September 2020

- Workshop on empathy-led, inclusive experience design and trust-building for products
- Psychology and emotion-driven approaches to create engaging experiences

UX, UI, Prototyping & Wireframing

School of UX, London

September 2020

- Hands-on and insightful course into UX, UI, prototyping, user research & user testing
- Gained invaluable knowledge of UX/ UI tools and resources
- Taught by senior UX designers with 15+ years of experience

Bachelor of Arts (BA) Photographic Arts

Westminster University, London

2009-2012

- Photographic, Film & Digital Arts, Practical Theory
- Graduated with a 2:1 (Upper Second Class Honours Degree)

Bachelor of Science (BSc) Communication, Advertising and PR

West University, Timisoara

2005-2008

- Focus on Journalism, Social Science, Advertising and Public Relations
- Graduated with a 2:1 (Upper Second Class Honours Degree)

INTERESTS

- Passionate about product, UX, UI design and the many forms it comes in
- Perpetual learner, interested in digital trends, current affairs, politics and arts
- Passionate about Art, Music, Film, Photography, Cinema & Pop Culture