

Diana Lipcanu

Product Designer

Portfolio: dianalipcanu.com

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Experience

Ankorstore / Senior Product Designer

Ankorstore is a B2B marketplace for brands and retailers.

- designed the logistics and a fulfillment services that enable businesses to manage their stock in a warehouse efficiently
- increased order automation from 33% to 52% through a re-design of the automation definition and process
- increased focus and alignment by creating a data-driven pain points system to prioritize user needs and business value
- stepped into the Product Manager role to fill in temporary gap, driving product strategy and roadmap in addition to design

NOV 2022 - NOW, REMOTE (MADRID)

Vaayu / Senior Product Designer

Vaayu helps retailers measure and remove CO2 emissions.

- set-up the Design System and aligned the app with a re-branding

MAR 2022 - JUNE 2022, REMOTE (MADRID)

Ontruck / Mid → Senior Product Designer

Ontruck is a B2B pallet-shipping marketplace.

- launched a client interface that drove a 90% increase in self-service orders for a new business line
- led the transition to a smart, task-based traffic management tool, reducing cost to serve by 19%
- led, designed, and successfully implemented the re-organization of the customer service team boosting productivity

OCT 2018 - OCT 2021, MADRID

Packlink / Product Designer

Packlink is a price comparison broker for last-mile parcel delivery.

- decreased Customer Support tickets by 6% improving a key user flows: customs handling and packaging tips

FEB 2017 - SEP 2018, MADRID

Education

M.Sc. / Human-Computer Interaction

Minor in Innovation & Entrepreneurship

Université Paris-Saclay

KTH Royal Institute of Technology

2014 - 2016, STOCKHOLM & PARIS

B.A. / Communication and Multimedia

Aarhus Universitet

Universidad Carlos III (Erasmus)

2011 - 2014, AARHUS & MADRID

Profile

I am a design generalist with 7+ years of designing end-to-end B2B tools and optimizing complex systems based on data and user insights. I have a proven track record of leveraging data-driven insights, user research, and cross-functional collaboration in fast-paced tech startups.

Skills

Design: Interaction Design, Wire-framing, Prototyping, Design Systems, Data Visualization, Dev handover specifications

Research: User Testing, Interviews, Surveys, Shadowing, Card Sorting, A/B Testing

Methodologies: Agile, Lean, Behavioral Diagnosis, Design Thinking, Workshop facilitation: Prioritization, Discovery, Alignment, etc

Data: KPI definition, analysis, tracking, weight-based systems set-up

Tools

Figma, Sketch, Adobe Suite, Notion, Miro, Excel, Tableau, Sigma, Amplitude, Hotjar

Experience with HTML, CSS, JS, SQL

Languages

- English (bilingual)
- Spanish (business level)
- French, German (basic)

Guest Lecturer

Advanced Course in Product Analytics at Escuela Escribano

JULY 2023 - NOW