

Diana Lipcanu Sr. Product Designer

Portfolio: dianalipcanu.com

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Experience

Ankorstore / Senior Product Designer

Ankorstore is a B2B marketplace for brands and retailers.

- **#scale:** designed the logistics digital infrastructure from zero to hundreds of businesses by designing an end-to-end warehousing management system
- **#customization:** enabled businesses to configure their selling conditions and presentation while maintaining marketplace-wide consistency and trust
- **#automation:** increased order automation from 33% to 52% by redesigning the automation workflow and reducing manual processes
- **#strategy:** stepped into the Product Manager role, driving product strategy and maintaining roadmap priorities in addition to design

NOV 2022 - JUL 2026, REMOTE (MADRID)

Vaayu / Freelancing Senior Product Designer

Vaayu helps businesses measure and remove CO2 emissions.

- **#designSystem:** established Design System foundations and redesigned app
- **#compliance:** emissions data visualizations by GHG Protocol ISO standard

MAR 2022 - JUL 2022, REMOTE (MADRID)

Ontruck / Mid → Senior Product Designer

Ontruck is a B2B pallet-shipping marketplace.

- **#UX:** launched a client interface that drove a 90% increase in self-service orders for a new business line
- **#systemDesign:** led the transition to a smart, task-based traffic management tool, reducing cost to serve by 19%
- **#serviceDesign:** designed and successfully implemented the reorganization 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.

- **#compliance:** decreased Customer Support tickets by 6% improving a key user flows: customs handling and packaging tips
- **#mobile:** brought both main apps (B2B + B2C) into the mobile format

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 10+ 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 to build user centric products in fast-paced tech startups.

Skills

Design: AI prototyping, interaction design, UI, UX, vibe coding, wireframing, prototyping, design systems, data visualization, dev handover specifications

Research: user testing, interviews, surveys, A/B testing, LLM assisted analysis, benchmarking, shadowing, card sorting

Methodologies: systems design, AI brainstorming, agile, lean, behavioral diagnosis, Design Thinking, workshop facilitation, prioritization, discovery, alignment

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

Tools

Claude, Claude Code, Figma, Lovable, LLMs, Notion, Miro, Excel, Tableau, Sigma, Amplitude, Hotjar, Sketch, Adobe Suite
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
JUL 2023 - NOW, REMOTE