Diana Lipcanu

Product Designer & Builder

dianalipcanu.com · diana.lipcanu@gmail.com · linkedin.com/in/dianalipcanu · Madrid, Spain

Profile Summary

Product designer with 10+ years in B2B SaaS and marketplaces, across e-commerce, financial services, logistics and climate. I turn complex, rule-heavy systems into simple flows, and today I design, build and ship my own products end to end.

- **Systems thinking:** A task system I designed **cut cost to serve by 19%** and made urgent work 96% faster to find. It was **sold as a white-label SaaS**.
- **Evidence over opinion:** Data drives my product decisions. My pain points system replaced opinion-led roadmaps company-wide; one project it prioritized **doubled Average Order Value**.
- **Designer and builder:** I prototype with AI and code before engineering time is spent. Lately I've designed and built my own apps and their websites.

Experience

Mochu & Fluve / Product Builder — Jul 2026 – now

As part of an AI-native team of two, we're building the mobile apps we always wish we had.

- **AI-assisted product development:** Took Mochu (pet dieting) and Fluve (household expense sharing) from idea to iOS beta app (TestFlight) with **a dozen active users**. Official release in progress.

Ankorstore / Senior Product Designer — Nov 2022 – Jul 2026

B2B wholesale marketplace for independent brands and retailers · Remote (Madrid)

- **0-to-1:** Took the logistics fulfillment service from zero to hundreds of businesses and **15% of all GMV** by designing its digital infrastructure around the real-life constraints of the warehouse.
- **Product strategy:** As acting PM, organized the roadmap so the team always knew what to tackle next: 18 improvements shipped in 2 months back in 2024, cutting **form abandonment from 30% to 11.5%**.
- **Systems building:** Moved roadmap decisions from opinion to evidence with an automated pain points system adopted company-wide; one project the system facilitated **doubled Average Order Value**.
- **Automation:** Raised **order automation from 35% to 56%** by redesigning the ordering workflow and removing manual steps.
- **Financial services:** Designed the KYC, payment-terms and early invoice financing flows of a **factoring pilot for small brands**, and tested them as a working Claude Code prototype **with 9 companies** before any engineering build. The evidence led leadership to accept my recommendation to stop.
- **AI agents:** Gave marketing and other teams a copywriting and translation agent, built in Dust on the company glossary and **adopted across departments**.

Vaayu / Senior Product Designer (contract) — Mar 2022 – Jul 2022

B2B CO2 emissions tracker · Remote (Madrid)

- **Information visualization:** Helped small businesses adjust their supply strategy with emissions visualizations that follow the **GHG Protocol ISO standard**.

Ontruck / Mid → Senior Product Designer — Oct 2018 – Oct 2021

B2B pallet-shipping marketplace · Madrid

- **Systems design:** **Cut cost to serve by 19%** and the time to **find the most urgent task by 96% (to 2s)** with a task-based tool, later sold as a white-label SaaS.

- **User experience:** Grew self-service orders by 90% in a new business line by launching a client ordering interface based on usability testing insights.

Packlink / Product Designer
Feb 2017 – Sep 2018

Price comparison broker for last-mile parcel delivery · Madrid

- **Compliance: Cut Customer Support tickets by 6%** by improving the customs handling flow and packaging guidance.

Early career / Design Internships

- **Inria HCI lab:** Interaction Design · Mar – Aug 2016, Paris · built the Interaction Museum
- **Fjord (Accenture):** Interaction Design · Apr – Jun 2015, Stockholm · airline booking flow usability study
- **Amazu Media:** Web Design & Dev · 2012 – 2014, Denmark · designed and built 3 indie game websites

Leadership & Community

AImpacto Madrid Rotaract / Mentor
Oct 2026 – now

- Mentoring students and young professionals during the AImpacto Hackathon and beyond

Escuela Escribano / Guest lecturer
Jul 2023 – now

- **Advanced Course in Product Analytics:** Throughout **14 editions** of this course, taught product and design leaders in Spain how to use data to make decisions.

Education

M.Sc. / Human-Computer Interaction
2014 – 2016

Minor in Innovation & Entrepreneurship
Université Paris-Saclay, Paris - France

KTH Royal Institute of Technology, Stockholm - Sweden

B.A. / Communication and Multimedia
2011 – 2014

Aarhus Universitet, Aarhus - Denmark

Universidad Carlos III (Erasmus), Madrid - Spain

Languages

- **English:** bilingual • **Spanish:** business level (C1) • **Romanian:** native • **French:** basic • **German:** basic

Skills & Tools

Product design: systems design, interaction design, information architecture, UX, UI, wireframing, data visualization, design systems, accessibility (contrast, keyboard navigation)

Prototyping & UI: Figma (components, variants, interactive prototypes, motion), Figma Make, Framer

Design-to-code & AI prototyping: Claude Code, Cursor, GitHub Copilot, Lovable, GitHub; experience with HTML, CSS, JS

User research: user testing, interviews, shadowing, benchmarking, surveys, A/B testing, card sorting, LLM-assisted synthesis; Hotjar, Miro

Product analytics: KPI definition and tracking; Amplitude, Sigma, Tableau, SQL

AI agents and LLMs: Claude, ChatGPT, Gemini, Midjourney, Dust

Documentation and collaboration: Notion, Miro, Obsidian, Confluence, Jira