

Ottilia Kelemen

Senior Product Designer

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SUMMARY

- 7+ years in product design across B2B2C SaaS, growth, and e-commerce; nearly seven years at GotPhoto (intern → Senior Product Designer)
 - End-to-end ownership in autonomous product trios (PM + engineer), from user research through shipped outcomes
 - Key results: SUS 55→70 (+3pp CTR) on dashboard redesign; 26% US customer base growth via prepay checkout
 - Currently building AI-natively with Claude, Figma, and modern front-end tooling
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EXPERIENCE

GotPhoto.com | fotograf.de

Berlin, Germany · Hybrid

Feb 2019 – Oct 2025

Senior Product Designer

Mar 2022 – Oct 2025

- Owned growth-team design in an autonomous product trio (PM + engineer), driving activation for a B2B2C SaaS platform serving 10,000+ photographers
- Expanded a UI-refresh brief into a structural dashboard rework after research revealed it was blocking activation. SUS: 55→70, CTR: +3pp, checklist depth: 3x
- Conducted user interviews and sub-persona research that split one customer segment into distinct groups, informing a +7% YoY signup-to-first-task improvement
- Created onboarding from zero (checklist, product tours, contextual help). 15% of engaged users reached first sale; 7% tour engagement in the target XS segment
- Developed dashboards, financial reporting tools, and workflow improvements informed by stakeholder research (sales, CS, brand ambassadors)
- Scaled a multi-product design system across web and mobile, ensuring component consistency as the platform grew

Product Designer

Apr 2019 – Mar 2022

- Designed a 0-to-1 prepay mobile checkout for US market entry. The US photographer base grew 26% the following season, with prepay closing the conversion gap
- Prototyped a coded front-end version 4 weeks before development, capturing gesture and device-level signal that click-through prototypes could not provide
- Led remote usability tests with US parents on real phones (Lookback), surfacing 3 critical scope gaps added before launch
- Refined the two-sided marketplace checkout (photographer storefront + parent purchase flow) over 2+ years, optimizing billing and payout mechanics

UX/UI Intern

Botanicly GmbH · Berlin, Germany

Jul 2018 – Apr 2019

- Shaped new app features from concept to shipped UI for a direct-to-consumer plant e-commerce platform over a 10-month engagement
 - Delivered end-to-end product design: user research, wireframes, user flows, and final interface across multiple feature releases
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EDUCATION

BA, Design

Moholy-Nagy University of Art and Design (MOME), Budapest

Sep 2009 – Jun 2014

UX Design Certificate

CareerFoundry, Berlin

Aug 2017 – May 2018

SKILLS

Product Design · UX Design · UI Design · User Research · Usability Testing · Interaction Design · Prototyping · Design Systems · Figma · Growth Design · Product-Led Growth · Activation & Onboarding · E-commerce & Checkout Design · Mobile-First Design · A/B Testing · Workshop Facilitation · AI-Assisted Design Workflows (Claude, Recraft, v0, Lovable) · HTML/CSS

LANGUAGES

Hungarian (native) · English (fluent) · German (C1)