

Alisa Arama, Product designer in Berlin

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I work across the full product lifecycle, from research to delivery and beyond. I think in systems and feel at home where user experience, visual design, and business converge. My background is in visual communication, so graphic design retains a special place in my practice. I'm curious, thorough, enthusiastic, and when I don't know the answer to a question, I make it my business to find out.

Looking for a work environment where I can apply everything I know, but also learn and grow.

WORK EXPERIENCE

Product Designer, Skyland Family, Berlin, 2020–2025, *Skyland Family is an invitation-only investment platform for family offices and wealthy individuals.*

- **Impact:** Joined at founding and shipped the MVP in under 6 months, collaborating with a remote team of 4 developers.
- **Ownership:** Drove end-to-end product design at the intersection of business strategy and UX. I translated the big picture into small design decisions, prioritised, planned, and executed the vision, shaping a mature platform serving the DACH region.
- **Discovery:** Conducted stakeholder interviews, competitor analysis, usability tests, and internal workshops for every major feature; translated findings into requirements and user stories.
- **Design:** Prototyped, tested, and iterated on the UI all the way to handoff. Mapped edge cases, CRM integration, and notification flows alongside the development team, consolidating everything in a carefully-maintained backlog. Defined analytics to inform subsequent design decisions.
- **Collaboration:** Worked cross-functionally with developers, stakeholders, and external contributors, fostering clarity across the organisation.

Designer (Graphic, UX/UI), Bookster, Bucharest, 2015–2018, *Bookster is a modern online library offered as an employment benefit by Romanian companies.*

- **Entrepreneurial Mindset:** At Bookster, the startup methodology took centre stage. Build-measure-learn, KPIs over vanity metrics, and honest post-mortems shaped my approach early on.
- **From Brand to Product:** My role shifted from marketing and branding, focusing on subscriber growth, into a product-focused role, redesigning and expanding the main library platform.
- **Collaboration:** Worked across every branch of the business: supported account management in demonstrating value to corporate clients, partnered with marketing and external contributors on activation campaigns, and coordinated with logistics and content teams to ensure smooth end-to-end delivery.
- **Customer Success:** Focused on adoption and retention as part of a cross-functional team (software development, customer service, marketing, and content). Worked in a jobs-to-be-done framework, optimising the onboarding flow to turn sign-ups into long-term active readers.
- **Ownership:** Gathered requirements from stakeholders, built the UI, and engaged directly with the development team to ship. Delivered landing pages, online reports, and redesigned core parts of the digital library.

Graphic Designer, AnnArt Gallery, Bucharest, 2014 – 2015

I handled all visual assets for digital and print, spanning event photography, social media assets, editorial design and production.

EDUCATION

Graphic Design and Visual Communication, BA, class of 2014
National University of Arts, Bucharest

I studied visual communication in digital and printed media, layout, typography, illustration, branding, and editorial design. I developed a special interest in books and printing techniques, which I further pursued during my Erasmus studies.

Exchange student, Graphic Design, 2013
Estonian Academy of Arts, Tallinn, via Erasmus exchange program

SOFTWARE AND SKILLS

Design and prototyping: Figma, Adobe CC, Affinity Suite

AI-assisted tools: Claude / Claude Code, Pencil.dev, Midjourney

Agile workflow: Sprint planning, backlog management, retrospectives

Platforms: WordPress, Shopify, Zoho Suite

→ My portfolio runs on Astro, lives on Cloudflare Pages, deploys from GitHub, and uses Sveltia CMS.

Marketing/Campaigns: Sendgrid, Mailchimp

Analytics: Google Analytics, Hotjar, Zoho Analytics

Languages: Romanian and Russian (native), English (fluent), German (B2)

KNOW-HOW

I worked in startups for most of my career, both in-house and freelance. This is a distinct environment that requires one to navigate ambiguity, to stay flexible and be ready to pivot, and often to set up systems and processes from scratch. It taught me to be resourceful, to work lean, and to validate early. When resources are scarce and the future uncertain, I balance effort and impact to reach meaningful milestones.

BEYOND WORK

I have a small pottery studio where I create and decompress. I like experimenting with mixed media, combining ceramics, wood, and upcycled textiles. I love art and enjoy urban and live model sketching. Talk to me about a book that impressed you, the human condition in a world overwhelmed by information, or your latest hot take.