

Iana Levman

Product Designer

Estonia · Open to relocation

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Product designer with 6+ years of experience in end-to-end UX/UI design, complex B2B SaaS workflows, AI experiences and web experimentation. Combines systems thinking, customer insight and cross-functional collaboration to turn complex problems into clear product experiences.

Experience

Pipedrive · Product Designer

Estonia · Mar 2025 – Present

- Own end-to-end product design for core CRM workflows: automations, lead scoring, lead-to-deal conversion and data recovery.
- Shaped the Pipedrive MCP journey across website, in-app Settings and notifications for a product with 56% adoption and 36,000 activated users (71% of target).
- Designed a template system and reusable components for public content, covering 3,417 Content Hub pages including translations.
- Designed homepage and Getting Started A/B tests and full-page homepage redesign variants.
- Use Lovable and Figma Make for AI-accelerated discovery and rapid prototyping.

Noit Global · Co-founder

Estonia · Sep 2023 – Jan 2025

- I built a multidisciplinary team from the ground up. I set the creative direction, led delivery, and took responsibility for results. Under my leadership, we delivered high-profile projects for organizations including the Elton John AIDS Foundation, Baltic Hub and the American Embassy.

Preferred by Nature · Product Designer

Estonia · Jan 2024 – May 2024

- Redesigned Salesforce-based CRM workflows, reducing time to complete core administrative tasks by 75%; launched a new website and designed a client portal web app.
- Contributed to auditing-app discovery, reshaped business processes and facilitated workshops; supported a Confluence knowledge base and project workflows in Jira.

Arcion Cloud · Product Designer

US · Sep 2021 – Jan 2023

- Within a short timeline, we built an MVP for a complex SaaS application and a multi-page website, translating product requirements into interface designs. The company was acquired by Databricks in 2022.

UXDS · Junior Product Designer

US · Jul 2021 – Jun 2022

- Supported the Principal Designer with A/B testing for the MariaDB DBaaS web application; designed a tables-and-filters module for the Infraforecast SaaS application.

Skills

Design · End-to-End Product Design, UX/UI Design, Interaction Design, Visual Design, Design Systems, Prototyping, Complex Workflows

Research & Strategy · Voice of Customer (VoC), Competitor Analysis, A/B Testing, Experimentation, Problem Framing, Systems Thinking, Cross-Functional Collaboration, Workshop Facilitation

AI & Tools · AI Product Design, AI-Assisted Prototyping, Claude, ChatGPT, Figma Make, Lovable, Jira, Confluence