



# UGNIUS NARUTIS SENIOR DESIGNER

UX, Automation & Systems Thinking

CONTACTS

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Vilnius,

Portfolio

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Lithuania





## Senior Designer @PHH Group Aug 2024 - Current

- Innovation & Automation: Reimagined ad banner creation process by developing a Figma work-environment and workflow that's based on integrated vast datasets, dynamic layout generation and rapid visual iterations across 100+ banners simultaniously.
- · Custom Figma plugin Development: Designed and implemented custom plugins to streamline workflows; • UI/UX Optimization: Created an intuitive work-environment for the automation system and documented workflows to
- enhance usability and facilitate knowledge sharing. · Leadership & Collaboration: Mentored assistant designer, delegated tasks effectively, and fostered a collaborative,
- non-micromanaged team environment.

#### Web designer & developer @Zabolis Partners Feb 2022 - Apr 2024

- · Collaborated in a partnership to revamp an existing website, transitioning towards a new identity and brand. · Utilized iterative empathizing and ideating processes, iterating through numerous design and messaging options to
- align with the company's evolving direction. • Leveraged user research to inform design decisions and ensure alignment with user needs.
- · Balanced user-centric design principles with stakeholder input, incorporating aesthetics that resonated with various
- stakeholders.

#### **Creator @Narutis.Namata** 2021 May - Current

It's lifelong project driven by personal meaning and growth, with a desire to contribute to a larger goal of making the symbolic patterns of forefathers and mothers not a rarity in the homes of Lithuania and making their philosophy and wisdom available to all who seeks.

- Engaging in solopreneur activities of researching, prototyping, testing, producing, marketing and ecommerce of products promoting the spiritual significance of Lithuanian culture.
- · Managing social media channels, content creation and strategy focused on themes of culture, spirituality, and humannature connection, employing strategic planning, data analysis, and organic traffic generation
- · Achieved top-ranking products on lietuviskapreke.lt platform, multiple +100k.view videos and inspired a few kids to read more books.

instagram.com/narutis.namata/

tiktok.com/@narutis.namata

Main website

E-commerce site

#### UX Designer @Smart Brands Lab Jan 2021 - May 2021

- Designed user-centered landing pages for multiple e-commerce projects aimed at increasing sales from Facebook Ad traffic compared to default product pages.
- Conducted ongoing testing and iteration post-launch to optimize key performance indicators (KPIs), including sales and newsletter sign-up conversions.
- · Collaborated with diverse stakeholders to gain insights into business operations and requirements. Opted to pursue own business venture after gaining valuable experience and achieving positive results in e-
- commerce optimization projects.

Case study from one of the projects: https://ugniusnarutis.com/web-design/chasingtails

### Web Designer & Developer @Snowball Sep 2020 - Jan 2021

- Conceptualized and designed a unique website using client's brand book and data, incorporating whimsical elements such as penguins skiing down mountains and yetis flying drones to stand out of the mostly dull competitor designs.
- · Conducted thorough testing and iteration of designs, focusing on information architecture and maintaining a seamless brand identity. · Transitioned from a multi-page website to a single-page format, capturing the essence of Snowball's identity as both
- serious and professional yet lighthearted. • Collaborated with key stakeholders including the Chief E-Commerce Officer, Digital Marketing Strategist, Business
- Strategist, and Copywriter to ensure alignment with business goals and brand vision. · Utilized knowledge of archetypes to enhance the brand's storytelling and visual identity, showcasing a deep understanding and application of branding principles.
- Read more in the case-study: https://ugniusnarutis.com/web-design/snowball-case-study/

Apr 2020 - Oct 2020 · Led web projects of varying scales across diverse industries, ranging from those with ready designs needing

Web Designer & Developer @Crozzant

- development to others with only vague concepts. · Conducted comprehensive research, sketching, testing, and finalizing of designs using Figma, demonstrating proficiency in the design process. • Developed all websites on WordPress with Elementor Pro, leveraging custom coding to push the tools' capabilities to
- its' limits. · Benefited from mentorship and encouragement from senior colleagues, fostering personal and professional growth in web design and development.
- Freelance web designer and developer

# · Initiated web development journey by creating a website for personal art project Narutis.NOTOK, demonstrating selfmotivation and a proactive approach to learning.

2019 - 2020

 Continued learning through courses and practical experience, honing skills by designing websites for fictional · Secured first client project through networking for a dance studio in Vilnius. This marked the beginning of a promising

EDUCATION

career path in web development as I showcased versatility in user research, brand concept, logo design, illustrations and development. The site is till live vvv



# At my studies, I:

the company and clientele.

productivity (Notion, Zapier);

decision-making.

· Conducted academic research on the manifestations of the concept of Homo Religiosus on the TikTok platform, exploring themes of worldview constitutiation, analyzing ritual communication and natural psychic processes. • Demonstrated a deep understanding of complex theoretical and practical issues by exploring the deceptive and self-

Academical proficiency transferring to professional setting

continuous improvement in the field of UI, UX and Product Design.

content, with a focus on analyzing trends such as "spiritual awakening" down to psychometric data, showcasing proficiency in data analysis and research methodologies. • Expressed readiness for future discussions on potential applications of research methodologies and insights within a professional context, indicating a willingness to contribute to discussions on ethical and beneficial practices for both

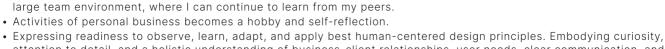
destructive nature of reality or worldview, as well as methods for reshaping it through individual and collective efforts. • Developed a method for using artificial intelligence visual analytics tools and big data to explore social network



TECHNICAL PROFICIENCY

PERSONAL PROFILE

illustration and Lottie animation (Illustrator, After Effects); HTML5 banner creation (Google Web Designer); Photo editing and visual manipulation (Photoshop, Lightroom); Video editing (Premiere Pro, CapCut); Project management &



• Proactive mindset, willingness to take initiative and leadership, and openness to constructive criticism. Commitment to

• I am always seeking opportunities for professional growth and the chance to contribute to collaborative projects in a

attention to detail, and a holistic understanding of business-client relationships, user needs, clear communication, and



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