



UGNIUS NARUTIS

SENIOR DESIGNER

UX, Automation & Systems Thinking



CONTACTS



[LinkedIn](#)

[+37060904937](#)

Vilnius,

[Portfolio](#)

hello@ugniusnarutis.com

Lithuania



WORK EXPERIENCE



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 simultaneously.
- 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 e-commerce of products promoting the spiritual significance of Lithuanian culture.
- Managing social media channels, content creation and strategy focused on themes of culture, spirituality, and human-nature 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/](https://www.instagram.com/narutis.namata/)

[tiktok.com/@narutis.namata](https://www.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/>

Web Designer & Developer @Crozzant

Apr 2020 - Oct 2020

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

2019 - 2020

- Initiated web development journey by creating a website for personal art project Narutis.NOTOK, demonstrating self-motivation and a proactive approach to learning.
- Continued learning through courses and practical experience, honing skills by designing websites for fictional businesses.
- Secured first client project through networking for a dance studio in Vilnius. This marked the beginning of a promising 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



EDUCATION



Communication Sciences

Fresh by WIX

IxDF UX

Masters degree @Vilnius University

Academical proficiency transferring to professional setting

At my studies, I:

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



TECHNICAL PROFICIENCY



Data synchronization, automation, and modular design systems, low-high fidelity wireframes & prototyping (Figma); **User behavior analytics** (Google Analytics4, Hotjar); **Research tools** (Typeform, Crowdview.ai, Answersocrates.com, etc.); **A/B testing** (Optimizely); **Website development** (Webflow, Wordpress Elementor Pro, HTML, CSS); **Vector 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 & productivity** (Notion, Zapier);



PERSONAL PROFILE



- I am always seeking opportunities for professional growth and the chance to contribute to collaborative projects in a large team environment, where I can continue to learn from my peers.
- Activities of personal business becomes a hobby and self-reflection.
- Expressing readiness to observe, learn, adapt, and apply best human-centered design principles. Embodying curiosity, attention to detail, and a holistic understanding of business-client relationships, user needs, clear communication, and decision-making.
- Proactive mindset, willingness to take initiative and leadership, and openness to constructive criticism. Commitment to continuous improvement in the field of UI, UX and Product Design.



UGNIUS NARUTIS

[+37060904937](#)

[LinkedIn](#)

hello@ugniusnarutis.com

[Portfolio](#)

Vilnius, Lithuania