

# TOMS VARPINS

Senior Product Designer

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## PROFILE

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I've **been designing for 10+ years**, building products, systems, platforms and mobile applications for startups, smb's and large organisations that help achieve business objectives.

I'm **looking for a Senior Product Designer role** because I enjoy the end-to-end iterative process of going from an idea or requirements through analysis, validating prototypes with user research and the delivery of the final designs to implement, learn and iterate again.

## SKILLS

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### Product Design

- Owning the end-to-end design process
- Analysing pain points & requirements
- Facilitating discoveries & workshops
- Organising user testing (remote/in-person)
- Rapid prototyping
- User journey mapping
- Feedback driven approach
- Usability testing & QA
- Getting buy-in from stakeholders

### Product Management

- Translate a Product vision into a roadmap
- Defining an MVP
- Finding opportunities with data
- Business process mapping
- Requirement analysis
- Backlog refinement
- Iteration management
- Continuous delivery
- Agile/Scrum/Kanban experience
- Stakeholder management

## EDUCATION

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### University Turiba

Bachelor's Degree  
International Communications  
Sep 2012 - Jul 2016

### Riga Technical College

Higher Education  
Information Technology  
Sep 2007 - Jul 2011

References available on request

## EXPERIENCE

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### Senior Product Designer

Kinsta (product) - remote

Jan 2023 - Now

As part of a Product team focused on the application & database hosting product.

- Unified the end-to-end experience of all hosting products from sign-up to deployment
- Designed a simpler product sign-up
- Created a new concept for a better application deployment process
- Designed and oversaw the implementation of several new or improved product features

### Senior Product Designer

Freelance - remote

Nov 2021 - Jan 2023

Owning the end-to-end design process to build a platform that enables businself-manage .gov services and an admin portal to service the businesses.

- Owning the end-to-end design process
- Collaboratively go from requirements to delivery
- Facilitate discoveries to find user pain points and needs
- Wireframe and prototype ideas

### Business Analyst

Thoughtworks (consultancy) - remote

Aug 2019 - Nov 2021

As part of a cross-functional Product team, I was responsible for the analysis and product management for different clients building technical solutions that:

- Processed more than 1 billion transactions in the first month for a fintech startup
- Implemented and A/B tested new features for an e-commerce product
- Would aid in a digital transformation project to handle more than 6 billion GBP annually.

Additionally, I facilitated 12 discoveries, 20+ design thinking workshops and 40+ retrospectives.

### Senior Product Designer

Freelance - remote

Feb 2018 - Aug 2019

Either as part of a startup team or as an individual contributor, I:

- Designed 3 products for 3 companies from concept to the final design, 0 to 1
- Prototyped 3 product concepts to show investors
- Helped to define the scope for 2 MVPs and respective product roadmaps
- Organised and facilitated 4 remote user tests
- Fesigned a concept for an analytics product for a marketing startup
- Consulted a big data analysis software company about conducting user research
- Designed an analytics dashboard for a small startup

### Product Manager

tawk.to (startup)

May 2016 - Feb 2018

As part of a cross-functional Product team, I:

- Helped the business to go from minus revenue to profitability
- Helped the product go from #2 most used to #1 most used in the world
- Designed, user-tested and launched proper iOS and Android apps
- Improved the design and usability of the web and desktop versions
- Created a product roadmap by balancing the founder's vision with user requests
- Was acting as a community manager to gather feature requests and feedback for releases

# EXPERIENCE

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## **Project Manager**

Scandiweb (agency)

Aug 2015 - May 2016

As a project manager for a Magento agency working in cross-functional remote teams, we delivered e-commerce sites to international clients.

Received Scrum master & Magento Solutions Specialist certifications

## **Product Designer**

Draugiem Group (startup incubator)

Oct 2014 - Aug 2015

As a shared UX design resource across the company, I re-designed parts of existing products, prototyped 3 new products, helped launch 1 of them, facilitated user tests and design workshops as well as responsible for design resource allocation.

## **UX Designer**

Grizzly (agency)

Oct 2013 - Oct 2014

Organised and facilitated user interviews and analysis for the national post to identify pain points and define requirements for a self-service customer system.

Did client presentations advocating for a user-centred approach, gathered client requirements and prototyped websites and simple admin dashboards.

## **UX Designer**

Cube (agency)

Nov 2012 - Oct 2013

Worked in large-scale UX projects doing user research, heuristic analysis, prototyping and user testing.

Earlier work experience in various roles including door-to-door sales for a telecommunications company, Customer Tech support for an e-mail marketing provider and others.