

NERIJA BALAN

Product Designer

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INTRODUCTION

Product designer with eight years of experience shaping complex enterprise products across SaaS, IoT, and media. I lead AI initiatives end-to-end, from discovery and research through prototyping with AI tooling to private-preview release. I have mentored junior designers and engineers into full-time roles. I work best on problems where the system behind the interface is genuinely hard and the user needs it to feel simple.

EXPERIENCE

Product Designer

Templafy • October 2024 - present

- Sole designer on a new AI product that helps enterprises generate brand-compliant presentations through custom document agents. Led discovery and execution end-to-end, partnered with PM on delivery, presented direction to the CPO, and shipped to private preview.
- Prototyped with Claude Code to shorten the loop from concept to user validation.
- Ran an unmoderated study with 50 participants via Lyssna testing four onboarding variants; a follow-up round confirmed the direction for a pattern designed to scale across the PowerPoint task pane.
- Led design on two additional AI initiatives: an AI assistant shortcut menu in the PowerPoint end-user experience, and a vision-model-powered tool that lets admins curate which slide layouts AI can use when generating presentations.
- Partnered with the front-end foundation team to update design system documentation so it could power Storybook MCP workflows for AI-assisted development.

Senior UX Designer

Onomondo • March 2022 - May 2024

- Sole designer on the SIM management platform used by enterprise customers to monitor and control connectivity across millions of IoT devices, with individual customers managing up to 500,000 SIMs.
- Led the Network Marketplace redesign surfacing mobile network pricing inline; post-launch, support tickets about network cost rates decreased and engagement on Network Lists increased, indicating the redesign aligned with how users actually worked.
- Redesigned connectivity workflows with bulk actions and improved troubleshooting, reducing the operational burden on customers managing large fleets.
- Designed monitoring capabilities that gave admins visibility into SIM activity, usage trends, and connection status across their deployments.
- Led product-led growth research and designed the upgrade-path experience; network list creation became the signal CS used to reach out to growing accounts.
- Sustained weekly customer calls with CS and PM to support continuous product discovery.

EXPERIENCE

UX Designer

Queue-it • January 2021 - March 2022

- Led the redesign of the Waiting Room monitoring experience through close co-development with a customer group, improving visibility into queue performance during high-traffic events.
- Designed real-time monitoring features giving customers insight into queue activity and traffic anomalies.
- Collaborated with engineering on the Admin Center's migration to an Angular design system, improving UI consistency and development scalability.
- Partnered with marketing on user research and sales-form improvements to help potential customers better understand Queue-it's value.
- Mentored a product design intern over three months on research planning, deliverables, and design critique; she transitioned into a full-time junior front-end developer role with co-mentorship from the engineering manager.

UX Designer

Nordija • May 2017 - August 2020

- Designed Electronic Program Guide and content discovery interfaces for multiscreen TV platforms deployed by European telecom operators including T-Mobile, Swisscom, and Lattelecom.
- Adapted TV, mobile, and web experiences to each operator's brand ecosystem and collaborated with developers to maintain UI consistency across deployments.

ADDITIONAL EXPERIENCE

User Research Lecturer

Talent Garden • March 2021 - March 2022

- Taught UX research practices: interviews, usability tests, surveys, and synthesis - to classes of 15–20 students transitioning into UX and product design.

TOOLS

Design

Figma

AI-Assisted Design

Claude code

Custom GPT workflows

Research and Testing

Lyssna (remote usability testing)

Hey Marvin (moderated interviews & research analysis)

Product and Analytics

Amplitude

Mixpanel

Collaboration

Miro

FigJam

EDUCATION

Digital Concept Development

Københavns Erhvervsakademi

Copenhagen, Denmark

2016 - 2017

Multimedia Design

Københavns Erhvervsakademi

Copenhagen, Denmark

2014 - 2016

WAI0.1x: Introduction to Web Accessibility

World Wide Web Consortium.

[Link to certification](#)

September, 2024

LANGUAGES

English - fluent

Danish - conversational

Lithuanian - native