

NERIJA BALAN

Senior Product Designer



📍 Copenhagen

✉ nerija.balan@gmail.com

🌐 [Portfolio](#)

🌐 [LinkedIn](#)

INTRODUCTION

I design complex digital products that feel simpler than the systems behind them. Seven years across IoT, SaaS, and media platforms, mostly in environments where design had to prove its value.

EXPERIENCE

Product Designer

Templafy • October 2024 - present

- Designed Admin Center capabilities for configuring AI-powered document agents, enabling organizations to automate presentation creation based on company templates and brand rules.
- Improved visibility into template and brand asset usage, helping administrators understand adoption across departments.
- Helped improve adoption of AI-powered PowerPoint workflows, working with a cross-functional task force focused on product usage.
- Partnered with product, marketing, and customer teams to align AI feature rollout and in-product communication.

Senior UX Designer

Onomondo • March 2022 - May 2024

- Designed the SIM management platform used by enterprise customers to monitor and control connectivity across millions of IoT devices.
- Owned the Admin platform for SIM management, supporting customers managing up to 500k SIMs.
- Redesigned connectivity workflows, introducing bulk actions and improved troubleshooting tools.
- Designed monitoring capabilities providing visibility into SIM activity, usage trends, and connection status.
- Introduced network pricing transparency and improved billing visibility, enabling proactive cost management.
- Supported the transition toward a product-led pricing model.
- Conducted research through customer interviews, surveys, and behavioural analytics (Hotjar).

UX Designer

Queue-it • January 2021 - March 2022

- Led redesign of the Waiting Room monitoring experience, working closely with customers to improve visibility into queue performance during high-traffic events.
- Designed features for a real-time monitoring platform providing insights into queue activity and traffic anomalies.
- Collaborated with engineering teams to migrate the Admin Center to an Angular design system, improving UI consistency and development scalability.
- Partnered with marketing to support user research and improvements to sales form experiences, helping potential customers better understand Queue-it's value and increasing qualified submissions.

NERIJA BALAN

Senior Product Designer

📍 Copenhagen

✉ nerija.balan@gmail.com

🌐 [Portfolio](#)

🌐 [LinkedIn](#)



EXPERIENCE

UX Designer

Nordija • May 2017 - August 2020

- Designed Electronic Program Guide (EPG) and content discovery interfaces for multiscreen TV platforms.
- Worked with European telecom operators including T-Mobile, Swisscom, and Lattelecom to adapt TV solutions to their brand ecosystems
- Designed content promotion and campaign pages for seasonal programming and marketing initiatives
- Designed and aligned user experiences across TV, mobile, and web platforms for multiscreen TV services.
- Collaborated closely with developers to implement UI components and ensure design consistency across operator deployments

ADDITIONAL EXPERIENCE

User Research Lecturer

Talent Gargen • March 2021 - March 2022

- Teach UX research fundamentals to cohorts of 15–20 students transitioning into UX and product design.
- Guide students in running user interviews, usability tests, and surveys, from planning research to conducting studies.
- Mentor students on synthesizing insights and applying research findings to design decisions.

SKILLS

Design

Figma

Research and Testing

Lyssna (remote usability testing)

Hey Marvin (moderated interviews & research analysis)

Product and Analytics

Amplitude

Mixpanel

AI-Assisted Design

Claude code

Custom GPT workflows

Collaboration

Miro

FigJam

EDUCATION

Digital concept development

Københavns Erhvervsakademi

Copenhagen, Denmark

2016 - 2017

Multimedia Design

Københavns Erhvervsakademi

Copenhagen, Denmark

2014 - 2016

LANGUAGES

English - fluent

Danish - conversational

Lithuanian - native