



Ana Rink

PRODUCT DESIGN LEAD

Award-winning Product Design Leader with 15+ years shaping strategy, design systems, and user experiences across Fintech, AdTech, B2B, B2C, and SaaS.

CONTACT

LINKEDIN

[linkedin.com/in/anarink](https://www.linkedin.com/in/anarink)

EMAIL

anarink@gmail.com

PHONE

+370 604 08588

PORTFOLIO

www.anarink.com

LOCATION

Vilnius, Lithuania

SKILLS

Design Strategy

UX Research

Design Systems

Design Leadership

SaaS UX

B2B & B2C UX

Fintech UX

Cross-Team Alignment

Analytical Skills

Team Mentorship

TOOLS

Figma, Figma Make, Adobe Creative Cloud, **Claude**, Gemini, Cursor, Mixpanel, Hotjar, Jira, Confluence, Slack

EDUCATION

Master in Product Service System Design

Politecnico di Milano · 2008–2010 · 100% score

Master of European Design

Köln International School of Design · 2008–2009

Bachelor in Communication Design

Politecnico di Milano · 2004–2008 · 100% score

AWARDS

Red Dot Design Award

Adform Flow, 2021

iF Design Award

Adform Flow, 2022

UX Design Awards Nominee

Adform Flow, 2021

1st Place · Create with Sony Ericsson

Mobile App Design, Graffiti 3D, 2010

LANGUAGES

English (C1) · German (C1)

Italian (C1) · Lithuanian (C2)

Russian (C2) · French (B1)

01 CURRENT ROLE

Product Design Strategist

Feb 2026 – Present

[Saldo Bank](#) · Vilnius

A fast growing Fintech platform, providing banking services to private and SME customers.

- Lead end-to-end product design and UX research strategy, partnering with the CPO to translate business goals into user-centred solutions.
- Set strategic design direction via prototypes and vision-casting.
- Drive full-stack delivery: research, wireframes, UI specs, and developer handoff.
- Shape seamless cross-platform fintech experiences across web, iOS and Android, including KYC and internet banking workflows.
- Conduct quantitative and qualitative UX research - data analysis, user interviews and usability testing - to drive evidence-based decisions.
- Strengthen design quality by maintaining a comprehensive design system, ensuring visual consistency and accelerating development velocity.
- Align cross-functional teams around a shared design vision and culture.

02 PAST EXPERIENCES

Freelance Product/UX Designer

Dec 2022 – Feb 2026

[Self-employed](#) · Vilnius

- UX for AI e-learning, AI Ads Generator, and Fintech KYC & loan calculator.
- Self-initiated workflow tool for designers/PMs and a UX Foundation guide.

Principal UX Designer



Nov 2019 – Nov 2022

[Adform](#) · Vilnius

- Led design team and UX strategy for Adform Flow, a SaaS AdTech platform named "Leader" in the Gartner Magic Quadrant.
- Conceived the Adform Flow platform design, recognised with the prestigious Red Dot and iF Design Awards for User Experience.
- Optimised product workflows for a 20–64% efficiency gain, per a PwC study.
- Owned the UX Framework (design system) and mentored designers.

Lead UX Designer

Jun 2017 – Nov 2019

[Adform](#) · Vilnius

- Led end-to-end platform redesign: UX strategy, execution, all touchpoints.
- Scaled the global design system as foundation for the platform overhaul.
- Mentored a team of 6 designers through coaching and career mapping.

Co-founder & Lead Designer

Mar 2013 – Dec 2015

[Briqs](#) · Milan

- Drove product vision, UX design and go-to-market strategy for a no-code responsive-design Mac app targeting web designers.
- Achieved 20,000+ downloads in the Mac App Store and reached the finals of the international startup competition "Bring your Startup to Austin".

Interaction Designer & Project Manager

2010 – 2014

[Prodigy's Technology](#) · Milan

- UX for large projects: Mondadori, Vodafone, Allianz Bank.
- Full project lifecycle: research, user flows, wireframes, and usability testing.