

Rok Premuž → Senior Product Designer & Design Partner

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ALMA AI (Almaco Inc.) – Legal/Immigration Tech

2024 – 2025, Senior Product & Systems Designer

- Built the design system and led the standardization of design across the app, reducing friction in adding new features and increasing customer trust
- Designed 8 major core features, including invoicing, advanced reporting, integrations with 3rd party apps, overview dashboard leading to signing of major B2B clients
- Partnered with leadership to define and execute product strategy, contributing to 100% MoM revenue growth to \$1.5M ARR in 6 months

Lovable - AI

2024, First Designer

- Defined a polished visual language for the Lovable app and created the core visual elements and components, Advised early product development

Endue Health - Infusion Clinics / Healthcare

2023, Lead Product Designer

- Successfully introduced a design process for shipping new feature while leading a team of 2 UI designers + 1 UX researcher, greatly reducing time from idea to implementation
- Designed and shipped core clinical workflows: patient scheduling, intake forms, and supply/consumption tracking.
- Improved infusion clinic efficiency by streamlining patient onboarding and resource management, which led to better scheduling and less costly waste.

ZYGON - Cybersecurity

2023, Funding Product Designer

- Built a design system with over 100 components from 0 to 1, created an organized file structure and completely reworked the whole app, improving UX patterns and UI consistency
- Redesigned app and a new pitch deck raised 3M in investor funding
- Helped in feature discovery, defined and designed new functionalities

CloudKitchens - Restaurant & Property Management

2021-2023, Senior Product Designer

- Founding designer in the newly established Delivery pod, helped scale the team from 5 to 12
- Designed the Courier app and helped in piloting the project across 2 continents, eventually launching in US. This led to delivery becoming one of the core offerings of CloudKitchens
- Contributed components to the newly created Otter design system, communicating and aligning across multiple different design teams and developers
- Launched advanced delivery analytics dashboards and contributed new features to an existing suite of apps. Uncovered new user touchpoints in TV delivery feeds and expanded the app to greatly improve order handoff management

Soft Skills

- Strategic thinker and designer, balancing the user needs, speed and craft while scaling systems.
- Empathic in trying to understand the users pain points, using expert design instincts and best practice knowledge to translate user problems, business objectives, and technical issues into excellent experiences.
- Advocating for optimal outcomes and able to clearly communicate my thinking with the team.
- Curious about testing assumptions, learning new technologies and domain specific knowledge.
- Organized and used to prioritization, comfortable in owning the end-to-end product design process.
- Self-starter that thrives while working in a fast-paced environment on multiple projects simultaneously.
- Expert systems thinker. Able to deconstruct complex problems and understand different parts of a system.