



#### CONTACT

Erlenbach (Zurich),  
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LinkedIn

#### WORK AUTHORIZATION

**Swiss citizen.** No permit required.

#### LANGUAGES

English · fluent  
German · B1  
French · B1

#### CRAFT

Product strategy & discovery  
UX/UI & interaction design  
Design systems  
Monetization & conversion design  
Prototyping in working code  
Team leadership

#### TOOLS & STACK

Figma, Sketch, Adobe Suite  
HTML, CSS, JavaScript  
Claude Code, ChatGPT, Perplexity  
Mixpanel, Hotjar, Maze  
Jira, Confluence, Fibery

#### EDUCATION

Bachelor of Design (BDes)  
Gerrit Rietveld Academy,  
Amsterdam

#### RECOGNITION

Work published in "Fully Booked" (Die Gestalten)  
Crowd's Favorite, Asia Mobile Summit 2014 (Typost)

# Liron Ross

## Principal Product Designer · Design Lead

Product design lead with 15 years across startups and public companies, working at the intersection of design, code, and AI. Led the product pivot behind Usersnap's seven-figure acquisition and built Atly from pre-revenue to \$2.5M ARR. Ships prototypes as working software and runs an AI-native design pipeline from Figma to production code.

**500%**

MRR INCREASE,  
USERSNAP  
RELAUNCH

**7-figure**

ACQUISITION BY  
SAAS.GROUP

**\$2.5M**

ARR BUILT FROM  
ZERO, ATLY

**+35%**

CHECKOUT  
CONVERSION, WIX

#### EXPERIENCE

##### Product Design Lead · Atly (formerly Steps)

Feb 2022 – Present

Remote

- Brought the product from pre-revenue to **\$2.5M ARR**, leading design through its pivot from social discovery tool to AI-driven personalized mapping product.
- Lead a team of three designers; own end-to-end UX across onboarding, monetization, and the design system.
- Designed the onboarding-to-paywall arc that drives subscription conversion, using personalization as the core conversion lever.
- Run continuous discovery: user research, prototype testing, and validation with founders, PMs, and engineering.

##### Product Design Lead · Usersnap

Aug 2018 – Feb 2022

- Led the complete product pivot and redesign that produced a **500% MRR increase** within one month of relaunch.
- Repositioned Usersnap into a leading feedback platform, contributing directly to its **seven-figure acquisition by saas.group** in 2023.
- Managed two designers; partnered with founders and engineering to sequence the pivot and align the organization behind it.

##### Senior Product Designer · Wix

Feb 2017 – Aug 2018

- Redesigned Wix's checkout flow across multiple sub-products, improving conversion by **35%**.
- Developed and maintained the product design system, accelerating design shipping by 40% across teams.

##### Founder · Typost

Jun 2013 – Sep 2015

- Founded, designed, and shipped Typost: **2,400 active users within the first month**; Crowd's Favorite at Asia Mobile Summit 2014.
- Owned the full arc from ideation and concept to MVP execution, business plan, and growth strategy.

##### Creative Partner · Roof

Apr 2008 – Jun 2013

- Directed brand identity programs for a diverse client roster; managed design teams and studio quality standards.