JURAJ IVAN
SENIOR PRODUCT DESIGNER

● Open to work   (Product Design)   (System Design)   (UX Design)

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Senior Product Designer with 19 years in Marketplaces, Fintech, B2B & B2C. Delivered products to **10M+ users**, built and scaled design systems, and **influenced acquisitions and international market launches**. Strong CS background enables **close collaboration with engineers** and efficient delivery. Recognized for thriving as the sole designer across multiple squads, **balancing strategic product ownership with hands-on design execution**.

EXPERIENCE

Senior Product Designer (Lead scope, IC role)
2022 – 2025 @ Playtomic – Global sports booking platform (1.5M+ MAU)

- Led end-to-end design for the **B2B vertical** (club management platform), supporting adoption across multiple international markets.
- Owned and scaled the company-wide **design system**, cutting delivery time and ensuring UX consistency across web + mobile apps.
- Partnered with Product & Engineering leadership on strategic initiatives, enabling the **US market launch** and expansion into new regions.
- Acted as the **sole product designer across 3 squads** in the B2B vertical, covering role usually filled by multiple designers, without delivery delays.
- Delivered scalable UX solutions that supported Playtomic's **growth in club acquisition and retention**, incl. chain management, dashboards, reporting.
- **Mentored junior and mid-level designers**, strengthening design quality through design reviews and ownership of design QA.

Senior Product Designer (Sole designer)
2017 – 2022 @ GotCourts – Switzerland's top tennis booking platform

- Owned end-to-end product design for **web & mobile apps**, including UX, UI, illustrations, and partial frontend implementation (React, NextJS, Tailwind).
- Built **Figma-based design system and visual identity** from the ground up, enabling faster iteration and consistent product delivery.
- Led the design and definition of GotCourts League, a competitive community **feature that became the platform's unique value driver and a key factor in Playtomic's acquisition in 2022**.
- Collaborated directly with leadership, influencing strategy and product direction as the company scaled.

Product Designer
2012 – 2016 @ United Flags – Design studio

- Designed and launched **Author, a macOS writing & publishing app**, handling UX, visual design, and **product management responsibilities**.
- Designed SaaS platforms, mobile apps, and creative projects for clients, balancing **UX/UI design with branding and art direction**.

Junior Product Designer
2011 – 2012 @ Slovenská sporiteľňa – The largest bank in Slovakia, part of ERSTE Group

- Co-designed one of the **first mobile banking apps in Europe**, rolled out across **7 countries**, now serving **9M+ MAU**.
- Established core UX flows that remain in use **14 years later**, forming the foundation of ERSTE Group's mobile banking ecosystem.
- Collaborated across business and technology teams, **filling product management responsibilities** to align priorities and ensure delivery.

Freelance Product Designer & Developer
2006 – present

- Built and launched a **browser extension created in 24 hours that grew to 30k+ MAU**, showcasing product instinct and speed-to-market.
- Designed **digital products and a design system for the Slovak national post office** (120k+ MAU).
- Designed mobile and web apps for startups and SMBs.
- Co-founded startups (Rich Kids, ONN Network), **taking on leadership responsibilities** and contributing to product strategy and early growth.

EDUCATION

Bachelor of Science in Computer Science
2007 – 2010 @ Constantine the Philosopher University in Nitra

CERTIFICATIONS

Lean Product Management
2024 – Itamar Gilad

Sngular OKR Champion
2022 – UXER School

ACTIVITIES

Speaker/participant at startup and product-oriented conferences
Startup Weekend, BarCamp, mDevCamp, Vizita by Studio Echt, and "To sa nedá" hackathon.

Co-organised Apple developer community meetups
2012 – 2018 @ Bratislava, Slovakia

Co-organised Product and graphic designers community meetups
2012 – 2016 @ Bratislava, Slovakia

REFERENCES

→ Cédric Escher, CTO @ GotCourts

I had the pleasure of working with Juraj at GotCourts, where his exceptional UX design skills consistently impressed our team and clients. Juraj possesses **a rare combination of creative vision and meticulous attention to detail** that elevates every project he touches.

What sets Juraj apart is his methodical approach to user experience design. **He doesn't just create beautiful interfaces – he deeply understands user behavior and translates complex requirements into intuitive, elegant solutions.** His attention to detail is remarkable, ensuring every element serves a purpose and enhances the overall user experience.

Juraj is an excellent collaborator who communicates clearly, welcomes feedback, and works seamlessly with developers to bring his designs to life. **His ability to balance user needs with business objectives made him an invaluable team member.**

I would highly recommend Juraj to any organization looking for a talented UX designer who combines creativity with precision.

→ Roberto Corrales, Lead Product Designer @ Playtomic

Working with Juraj at Playtomic over the past six months has been a real pleasure. **He brings a ton of product knowledge and experience to the table**, and you can tell right away he's someone who knows what he's doing.

What truly stands out about Juraj is **his willingness to take on ambitious challenges**. When he took on multiple initiatives for the US launch, **he handled everything with calm, confidence, and a clear sense of direction**. Nothing seems to shake him. He just gets it done.

Juraj works very independently, which makes him especially valuable in fast paced environments with high ownership demand. **He's someone you can trust to take initiative and move things forward** with little need for hand holding. A true asset to any product organization.

CHARACTER PROFILE

I'm naturally curious and enjoy diving deep into new domains, from emerging technologies like AI and Web3 to creative side projects. Colleagues describe me as calm under pressure, resourceful and collaborative, someone who takes ownership and gets things done. I thrive in environments where clarity, curiosity and independence drive both people and products forward.

Juraj Ivan