

INA LILE



CONTACT INFORMATION

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SKILLS

- User Research
- Information Architecture
- Interaction Design
- Communication & Collaboration
- Problem-Solving & Critical Thinking
- Agile Methodologies
- Stakeholder Management
- Jira
- Confluence
- Github
- Figma
- Miro

LANGUAGES

- English | Advanced
- German | Advanced
- Albanian | Native
- Spanish | Advanced

SUMMARY

Product Designer with experience designing user-centered digital products across native apps and web platforms, driving user satisfaction and business growth. Skilled in user research, design systems, and Agile collaboration. Led the design of Order Anywhere by Lightspeed, increasing user engagement by 15%. I'm eager to contribute solving complex problems through thoughtful design.

EXPERIENCE

PRODUCT DESIGNER

Lovehoney Group. Berlin | Apr 2025 - Present

- **Drive UX/UI for We-Vibe App:** Lead the continuous design and enhancement of the native app, focusing on improving user engagement and satisfaction.
- **Implement User-Centered Design:** Conduct regular user research and usability testing to validate design decisions and inform iterative UX enhancements.
- **Foster Cross-Departmental Alignment:** Partner with product development, marketing, and brand departments to ensure a cohesive and unified user experience across digital and physical touchpoints.

PRODUCT DESIGNER

Lightspeed Commerce. Berlin | Nov 2021 - Apr 2024

- **Led UX Design for Order Anywhere Add-On:** Delivered key features like Order Status, Self-Delivery, and UberEats Onboarding, boosting user engagement by 25% and reducing cart abandonment by 30%.
- **Contributed to Hospitality Design System:** Partnered with Hospitality designers to build reusable components, aligning design standards and cutting development errors by 20%.
- **Facilitated Cross-Functional Collaboration:** Organized workshops, kick-offs, and Show & Tell sessions, streamlining alignment across product, design, and engineering teams for faster decision-making.
- **Applied Lean UX Practices:** Iterated on features through user research and testing, achieving a 90% usability score and strong user acceptance.
- **Enhanced Brand Experience:** Worked with content designers and illustrators to deliver cohesive UX through refined microcopy and consistent, visually appealing interfaces.

E-COMMERCE SPECIALIST

Monoprice GmbH. Berlin | Feb 2019 - Sep 2020

- **Enhanced Market Responsiveness:** Led cross-functional teams to adapt to evolving consumer trends, improving customer satisfaction and boosting B2C sales.
- **Streamlined Processes:** Implemented process improvements in the e-commerce division, increasing team efficiency by 20% and reducing time-to-market for new products.
- **Fostered Collaboration:** Built and motivated a results-driven, collaborative team environment that significantly elevated the B2C customer experience.
- **Managed Customer Lifecycle:** Oversaw all aspects of the B2C customer journey, driving acquisition, retention, and loyalty to strengthen customer advocacy.

PRODUCT OPERATIONS SPECIALIST

Highsnobiety. Berlin | May 2018 - Jan 2019

- **Accelerated Product Launches:** Improved cross-functional collaboration and implemented effective communication strategies, reducing B2C product launch timelines by 10% on Shopify.
- **Enhanced Operational Efficiency:** Streamlined order processing and inventory management through data analysis, cutting order fulfillment costs by 15%.
- **Resolved Operational Challenges:** Applied the 5 Whys root cause analysis to reduce order cancellations by 10% and improve order accuracy by 5%.
- **Strengthened Vendor Relationships:** Managed B2B supplier relationships to ensure timely material delivery, reducing production delays by 5%.

EDUCATION

SCRUM MASTER PSM1

Scrum.org. Berlin | Dec 2023 - Dec 2023

JIRA WITH ATLISSIAN

Coursera. Remote | Oct 2023 - Nov 2023

UX RESEARCH

Memorisely. Remote | Jul 2022 - Aug 2022

UX/UI DESIGN

Ironhack. Berlin | Apr 2021 - May 2021

B.A EUROPEAN CULTURES AND SOCIETY

Europa University. Flensburg | Oct 2016 - Jan 2020