INGRIDA ASTIKAITE

UX/UI │ CRO SPECIALIST

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SUMMARY

Focused on analyzing user behavior, conducting A/B testing, and designing intuitive, user-friendly interfaces that drive engagement and improve conversion rates. Leveraging a data-driven approach, I have consistently improved website performance, enhanced customer journeys, and delivered design solutions that align with both user needs and business goals.

PROFESSIONAL EXPERIENCE

UX/UI Specialist at Kandy Agency   **Nov 2020 - Aug 2024**

- Designed and prototyped user-friendly interfaces that improved usability and customer satisfaction.
- Collaborated with cross-functional teams (developers, product managers) to implement and iterate on designs, ensuring alignment with business objectives.
- Created wireframes, mockups, and interactive prototypes in tools like Figma and Adobe XD to ensure seamless user journeys.
- Conducted user research, interviews, and usability testing to inform design decisions and improve user experiences.

Head Of CRO at Kandy Agency   **Feb 2021 - Aug 2024**

- Led A/B testing and multivariate experiments to optimize website conversion rates, improving key metrics
- Analyzed user behavior using tools like Google Analytics and Hotjar to identify pain points and optimize customer journeys.
- Developed and executed CRO strategies, including landing page optimization and funnel analysis, resulting in measurable business growth.
- Worked closely with marketing and sales teams to align CRO strategies with overall business objectives and drive revenue.

SKILLS - APPS/TOOLS

Adobe xd, Figma	GA4, Google tag manager	Shopify, Wordpress
Adobe Illustrator, Photoshop	Hotjar, Clarity	Elementor, Pagefly, Gempages

PERSONAL TRAITS

Analytic thinking	Communication	Collaboration
Responsible	Planning	Research / Problem solving

ADDITIONAL INFORMATION

- **Languages:** English, Lithuanian.
- **Courses:** Graphic Design (with Honors), Introduction to UI Design, Introduction to HTML5, User Research and Design, UX Design: From Concept to Prototype