

DIANA GABOR

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PROFESSIONAL EXPERIENCE

SENIOR PRODUCT DESIGNER

JAN 2024 - PRESENT

BoatyardX

- Used design thinking methodologies during workshop facilitation to guide participants through impactful exercises like north star definition, product value proposition canvas, feature identification and prioritization, competitive analysis as well as branding exercises.
- Developed design materials such as wireframes and prototypes for products in the Insurtech and Environmental Tech industry to demonstrate design concepts to stakeholders.
- Created design-development alignment through the adoption of design libraries and ensured consistency through the creation of digital identity guidelines and design style-guides.
- Conducted UX Audits aimed to provide a clear product roadmap on how to improve user experience for existing products on the market, from the first visit and straight into retention.
- Designed a suite of marketing materials that helped with strengthened the company's brand image.

UX/UI DESIGNER

JAN 2023- JAN 2024

Evozon

- Collaborated closely with stakeholders to improve their digital presence, including two custom website projects for an omnichannel customer support platform and a digital innovation hub. This entailed participating in all phases of the design lifecycle, from early discovery meetings to prototyping, handoff materials and visual QA documents.
- Prioritised a mobile-first approach with responsive layouts ensuring a seamless experience across multiple devices.
- Developed custom visual assets that improved user understanding of complex products.
- Conducted thorough WCAG-compliant accessibility assessments on government platforms, ensuring compliance with legal requirements and improving inclusive, equitable user experiences.

UX/UI DESIGNER

AUG 2020 - JAN 2023

Sector Labs

- Optimised existing designs or worked iteratively to design new features and interfaces for two main products: a leading real estate platform in the UAE and OLX across the Greater MENA region.
- Contributed to well-established design systems by adding new components, updating already existing ones and working on documentation which improved the speed of both, design and development.
- Developed user personas, scenarios and flows to inform design decisions and prioritize features.
- Conducted user research such as interviews, usability testing and A/B tests to gain insights into customer needs and behaviors, resulting in a more user-friendly design.
- Monitored product performance metrics to detect trends and suggest opportunities to optimize user experience using tools like Google Analytics and Hotjar.

EDUCATION

MASTER'S IN DIGITAL MEDIA AND GAME STUDIES Bábcs Bolyai University

2021 - 2023

BACHELOR'S IN MARKETING Bábcs Bolyai University

2018 - 2021

CERTIFICATIONS

ACCESSIBLE AND INCLUSIVE DESIGN PATTERNS Interaction Design Foundation

JUN 2026

HUMAN-CENTERED DESIGN FOR AI Interaction Design Foundation

DEC 2025

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE Google on Coursera

APR 2022

SKILLS AND COMPETENCIES

- Product Strategy, User Research, Interaction Design, Accessibility, IA, Prototyping, UX Auditing, Design QA
- Figma, Miro, Sketch, Adobe Creative Suite, Framer, Notion, Claude, Gemini, Cursor, Lovable