

# Roman Leinwather

Senior Product Designer

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## Professional Summary

Senior Product Designer with 20 years of experience delivering user-centered digital products for global brands including Google, Toptal, NATO, and Estée Lauder. Ranked in the top 3% of design talent on Toptal. Expert in UX/UI design, prototyping, usability testing, and conversion optimization, combining hands-on front-end development skills (HTML, CSS, JavaScript) with recent experience designing and shipping AI-enhanced products. Proficient in Figma, Sketch, and Adobe Creative Suite.

## Work Experience

**Toptal** 2019–Present

Product Designer

- Led growth-focused design initiatives across Toptal's digital platforms, driving user acquisition and engagement
- Redesigned and optimized the signup flow, increasing sign-up conversion rates
- Collaborated cross-functionally with marketing teams and content strategists to deliver cohesive brand experiences across all digital touchpoints
- Planned and conducted usability testing sessions and translated findings into actionable design improvements
- Built interactive Figma prototypes to validate concepts early and accelerate stakeholder feedback cycles

**Freelancer** 2011–2019

Product Designer / Front-End Developer

- Ranked within the top 3% of design talent on the Toptal network for three consecutive years
- Delivered end-to-end design projects for global clients including Google, NATO, AVG, Estée Lauder, and Qustodio
- Designed user interfaces and user experiences in Sketch and Figma, specializing in UI design, UX design, and product design for web and mobile
- Managed complete project lifecycles independently, from discovery and wireframing to high-fidelity design and delivery

**Thrudigital** 2009–2011

Designer

- Designed digital campaigns and websites for high-profile clients including 10 Downing Street, ITV, HSBC, and Amy Winehouse
- Produced visual designs in Adobe Photoshop and implemented them in PHP, HTML, CSS, and JavaScript

**Sub TV** 2008–2009

Web Designer

- Designed the Student's Book web portal serving university students across the United Kingdom
- Developed the front end using ColdFusion, HTML, CSS, and JavaScript

**Dot Mobile – Vodafone** 2007–2008

Web Designer

- Designed web applications, websites, and advertising campaigns in Adobe Photoshop and Adobe Illustrator
- Built front-end code with HTML, CSS, and JavaScript

## Projects

**Sport Betting Analyser** 2026–Present

- Designed and built an AI-driven sports betting analyzer that predicts match outcomes by comparing live betting data against historical datasets
- [Project link](#)

**Forex Trading Indicator and Algo Trading** 2026–Present

- Designed and developed a custom forex trading indicator for TradingView and an algorithmic trading bot for the cTrader platform, built with the Claude AI model

**Czech and Slovak Discount Map** 2026–Present

- Built a location-aware map application using the Claude AI model to surface discounted offers near the user
- [Project link](#)

## Czech Economic Pulse

2026–Present

- Designed and shipped a live macroeconomic dashboard aggregating 15 open-source data sources, powered by Claude AI models
- [Project link](#)

## Czech Traffic

2026–Present

- Designed and built a live Prague public-transport dispatcher map that plots every tram, metro, bus, train, and ferry in real time, with a delay-zone heatmap and installable PWA for iOS and Android
- [Project link](#)

## Awra

2025–Present

- Designed and developed Awra, a health and wellness mobile application for iOS and Android
- Built the awra.info website on the Paperclip agent-driven framework, enabling automated content creation by AI agents
- [Project link](#)

## Application Design Academy

2019–2020

- Created and published an 11-hour application design course on Udemy, covering web, mobile, and tablet design from zero to professional level
- [Project link](#)

## Local Experts

2018–2019

- Designed and developed a Czech online marketplace connecting clients with lawyers, accountants, and financial experts, built with PHP, HTML, CSS, and JavaScript

## Getquantify

2017–2019

- Designed and developed a project management platform built on Ruby on Rails and AWS infrastructure (EC2, S3)

## Education

### City University, London, United Kingdom

2009

Design

### Oxford Computer House, London, United Kingdom

2008

CIW in Design and Computer Programming

## Core Skills

### Design

Product Design  
User Interface (UI) Design  
User Experience (UX) Design  
Interaction Design  
Responsive Web Design  
Wireframing  
Prototyping  
Usability Testing  
Branding and Visual Identity

### Tools

Figma  
Sketch  
Adobe Photoshop  
Adobe Illustrator

### Development

Front-End Development  
HTML5  
CSS3  
JavaScript  
PHP  
Ruby on Rails  
Python – Django

### AI

AI Prompt Engineering  
Claude AI  
AI-Assisted Development  
Paperclip