

Alexandra Mester-Beger

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Senior Product Designer | I Align UX Strategy & Systems Thinking to Ship Scalable Enterprise SaaS | Driving Adoption, Reducing Friction & Accelerating Delivery

Professional Summary

Senior Product Designer with **3+ years' experience in B2B SaaS**, specializing in UX strategy and systems thinking to deliver scalable, data-driven solutions.

Collaborates cross-functionally to boost usability, speed delivery, and increase adoption.

Recent impact:

Led design for workforce management **features used by over 145,000 users across 4,500+ companies**, achieving 30% higher feature adoption, fewer user errors, and 100% compliance audit success, improving satisfaction and reducing churn.

Key Skills

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|-----------------------------|---|---------------------------------------|
| - UX/UI Design | - UX Strategy | - Communication & Presentation Skills |
| - Prototyping & Wireframing | - Systems Thinking | - DesignOps & Workflow Optimization |
| - Interaction Design | - Data-Driven Design | - Agile & Lean Methodology |
| - Information Architecture | - SaaS, B2B | - Problem Solving & Critical Thinking |
| - End-to-End Product Design | - User Research & Usability Testing | - Design Leadership & Mentoring |
| - Design Systems | - Collaboration with Cross-Functional Teams | |
| | - Storytelling & Clear Design Rationale | |
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Work Experience

Senior Product Designer

eurodata Propep GmbH
Stuttgart, Germany (remote)

Feb 2024 – Present

- **Led UX strategy and end-to-end design** for a complex enterprise SaaS platform serving 145,000+ users, delivering 10+ major product epics that improved task flows, reduced support tickets, and enhanced onboarding experiences.
- Partnered with product, engineering, and stakeholders to translate user research into actionable strategies, driving a **35% increase in feature adoption** and a 25% boost in task success rates.
- Optimized design operations by creating scalable workflows and shared design systems, **accelerating delivery cycles by 30%** and ensuring cross-team consistency in enterprise UX.

Product Designer

eurodata ProPep GmbH

Jan 2023 – Feb 2024

Stuttgart, Germany (remote)

- Delivered high-quality design solutions **across web, mobile, and tablet** for key features, enhancing usability and tackling complex interaction challenges.
- Standardized the design process by adopting Figma as the primary design tool and **implementing a scalable design system**, improving consistency and reducing design cycle time.
- Collaborated closely with engineering, product management, and QA teams, shaping **ambiguous problems into clear design directions**, enabling early alignment, and accelerating product delivery.

Digital Marketing Manager

Freelance

Mar 2020 – Jan 2023

Stuttgart, Germany (remote)

- Analyzed user behavior, site metrics, and A/B test results to optimize conversion funnels—improving engagement and informing **data-driven design decisions**.
- Developed **content strategies** and crafted **UX-aligned copy** for social media, landing pages, email flows, and onboarding touchpoints—boosting retention and user trust.
- Collaborated with clients, developers, and creative teams to align messaging, design, and functionality—delivering cohesive experiences and business results.

Additional experience available on request or via [LinkedIn](#).

Education

Bachelor of Arts (BA)

Art History, Visual Cultures & Criticism (Major) | Italian (Minor)

Eötvös Loránd University

2006 - 2010

Budapest, Hungary

Grade: 4.0 GPA (German grade: 1.0)

Certifications

- Interaction Design Foundation Member - Present
 - Nielsen Norman Group – UX Strategist - Certification, February 2025
 - Google UX Design Professional Certificate – June 2022
 - Google Analytics – March 2020
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Technical Skills & Tools

- Design & Prototyping: Figma, FigJam, Canva
 - Collaboration & Project Management: Miro, Trello, Jira, Confluence
 - User Research & Testing: Hotjar, Google Analytics, UserTesting
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Languages

- Hungarian – Native Proficiency
 - English – C2 (Near-Native Fluency)
 - German – C1 (Professional Proficiency)
 - Italian – B2 (Intermediate Proficiency)
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Volunteering

Local Leader (IxDF Budapest Community)

Interaction Design Foundation (IxDF)

May 2025 - Present

Aarhus, Denmark (remote)

<https://www.interaction-design.org/turn-passion-into-paycheck?r=alexandra-mester-beger>

Lead community initiatives for the IxDF Budapest chapter, organizing virtual and in-person events to **foster peer learning, design mentorship**, and professional growth.

Volunteer Judge (UX/UI Design, Graphic Design, Brand Design)

California Future Business Leaders of America (FBLA)

March 2025 - Present

Santa Ana, CA 92706, United States (remote)

<https://californiafbla.org/>

Reviewed student case studies and presentations, providing feedback on UX/UI, graphic, and brand design, **helping students improve their real-world design thinking, communication, and business skills.**