Alisa Arama, Product designer in Berlin
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I'm a product designer comfortable working across the full product lifecycle, from research to delivery and beyond. I think in systems and feel at home where user experience, design, and business converge. My background is in visual communication, so graphic design retains a special place in my practice. I'm curious, thorough, independent, and an enthusiastic teammate, and when I don't know the answer to a question, I make it my business to find out.

Looking for a working environment to apply everything I know, but also to learn and grow.

SKILLS AND KNOW-HOW

Full-cycle product design, Research and Analysis, Prototyping, Backlog Management and Planning, Product Management. I am a native speaker of Romanian and Russian, fluent in English, and have a B2 certificate in German.

WORK EXPERIENCE

Product Designer, Skyland Family, Berlin, 2020–2025

Skyland Family is an invitation-only investment platform for family offices and wealthy individuals.

I worked with the founders from day one, specifically, planned and executed the MVP in under 6 months, working closely with an overseas team of 4 software developers. During my tenure, the platform expanded, changed course, and eventually evolved into a complex digital product used primarily in the DACH region. I learnt a lot about the business model, the investment space, and the very peculiar audience we built for.

As the sole designer, I researched every feature idea, designed and conducted interviews, facilitated meetings and workshops, and created and iterated on prototypes. I engaged with the development team directly during handoff and sprint planning. It incentivised me to learn to manage projects, prioritise and maintain the backlog and embrace the scrum methodology. I made sure we collaborate effectively, reconciling business and members' needs, and launch features that are both usable and useful.

Designer (Graphic, UX/UI), Bookster, Bucharest, 2015–2018

Bookster is a modern online library offered as an employment benefit by Romanian companies. It hosts a community of over 100K readers who use the platform to discover and borrow books. I joined when the company experienced exponential growth, about a year after its launch from a startup incubator.

For the first two years, I managed all visual touchpoints— the online library as well as all branded content for online and print. Later, I transitioned into a UX role in a cross-functional team focusing on User Retention. I owned the digital product, built new library features and iterated on them in a build-measure-learn framework. I conducted research and usability testing for signup and onboarding, always advocating for readers' success.

I also led several full-cycle campaigns, coordinating with freelancers, developers, account managers, external suppliers, and the logistics department. This is where I got comfortable with rapid prototyping and lean ways of working against defined KPIs.

Graphic Designer, AnnArt Gallery, Bucharest, 2014 – 2015

I managed graphic content for social media and newsletters, as well as printed invitations and posters. I also created an art catalogue, being accountable not just for layout and DTP, but also for the production, distribution, and launch.

EDUCATION

Visual Communication and Graphic Design, BA, class of 2014
National University of Arts, Bucharest

I studied layout and visual communication through digital and printed media, typography, illustration, branding, and editorial design. I developed a special interest in books and printing, which I further pursued during my Erasmus studies.

Exchange student, Graphic Design, 2013
Estonian Academy of Arts, Tallinn, via Erasmus exchange program

BEYOND WORK

I have a small pottery studio where I create and decompress. I like experimenting with mixed media, combining ceramics, wood, and upcycled textiles. I love art and enjoy urban and live model sketching. Talk to me about a book that impressed you, the human condition in a world consumed by information, or your latest hot take.