

Anja Petrović

Product design for startups

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Core competencies

Product Design · Product-led growth · Product Strategy · Vibe coding · Team Leadership

Experience

Product Designer · Freelance

Dec '25 – Present

Helsinki, Finland · Hybrid

Working with startups to improve product design, process, and strategy.

Technical Advisor · [Scorable](#)

Feb '26 – Present

Helsinki, Finland · Hybrid

Advising the team on trends and good practices with AI workflows, product, and design.

[Vainu](#)

Aug '22 – Jun '25

Helsinki, Finland · Hybrid

Design & Product Lead

Dec '23 – Jun '25

Led product-led growth initiatives:

- owned product areas, led a new collaboration model, and mentored a senior designer
- reduced time to value for 10k users by replacing calls and emails with a few in-app clicks
- built foundations for AI features by cleaning up and automating internal tooling
- unlocked engagement and retention by shipping a free plan
- brought new insights by setting up analytics from scratch

Senior Product Designer

Aug '22 – Nov '23

Shipped strategic projects from zero:

- launched usage-based pricing while bringing €100k in net new revenue in 6 months
- shipped an AI search feature that anticipates user needs instead of needing explicit input
- built shared product clarity between commercial and tech teams
- mentored 2 designers and led design strategy

[Grafana Labs](#)

Jun '21 – Aug '22

Helsinki, Finland · Remote

Product Designer, Growth

Sep '21 – Aug '22

Drove SaaS adoption among self-serve users:

- boosted activation by 22% and paid conversions by 50%
- opened revenue streams by offering enterprise features to all users
- led cross-functional projects and aligned stakeholders through a period of rapid growth

Product Designer, Grafana Cloud

Jun '21 – Sep '21

Scaled the company's SaaS product:

- launched new access control for enterprise customers
- shipped AWS integrations for self-serve users
- improved UX and team efficiency by standardizing the design system

UX Designer, Growth · [Aiven](#)

Dec '20 – Mar '21

Helsinki, Finland · Hybrid

Unlocked growth for a B2B SaaS startup:

- launched product experimentation by leading a cross-functional project
- designed and shipped the 1st experiment which boosted user activation
- equipped the team with experimentation infrastructure and playbooks

UX Designer · Freelance

Apr '20 – Nov '20

Helsinki, Finland · Remote

Helped clients from the US, Australia, and Finland:

- scaled a B2B marketing website with landing page templates and a lightweight design system
- grew conversions for a fashion marketplace with sharper messaging and less checkout friction
- advised health and climate nonprofits on strategic ways to grow their impact

UX Designer · [Alpha Design Studio](#)

Feb '19 – Aug '19

Belgrade, Serbia · On-site

At a boutique agency, worked with international and local clients:

- designed UNICEF's parenting app that later reached 14 countries and 1m downloads
- propelled an insurance marketplace to the next stage of growth with a brand and website refresh
- helped a growth startup scale by expanding their workflow automation SaaS to new use cases

UX Designer · Freelance

Sep '17 – Jan '19

Belgrade, Serbia · Hybrid

Went into UX as a freelancer, working with clients from the US, Serbia, and Portugal:

- boosted retention for an enterprise HR platform by improving usability at key drop-off points
- helped an early startup validate product-market fit by prototyping their SEO app from zero
- grew leads for early nonprofits by designing and coding custom WordPress websites