

Liva Kacara

Senior Product Designer

liva.kacara@gmail.com · livakacara.io · linkedin.com/in/liva-kacara

Senior-level product designer with 4+ years working across product strategy, design, and code, delivering end-to-end ownership of complex B2B2C platforms from 0→1 discovery through post-launch iteration.

Recent work: a web and mobile member platform redesign that lifted booking conversion from **30% to 47%** (a 57% relative gain), alongside design systems and compliance-heavy product launches across coworking and public-transit startups.

PROFESSIONAL EXPERIENCE

Senior Product Designer, Nexodus (Coworking Software, B2B2C)

Jun 2026 – Present

Product Designer

Aug 2024 – Jun 2026

- **Own** product and design end-to-end for the member experience portal (web and mobile app), with no dedicated PM, setting strategic product direction and prototyping directly in code, shipping PRs alongside engineering. Established business and product KPIs, led a design system redesign, and built the customer migration strategy to the new version, serving **3,000+ businesses** globally and lifting the platform's key revenue-driving flow conversion from **30% to 47%** (a 57% relative gain) by month 3.
- **Launched** a 0→1 virtual office product across web and mobile, compliant across UK, EU, and US; streamlined onboarding and daily operations, including an embedded KYC flow, and unlocked recurring revenue for the business and our customers by reducing reliance on third-party tools; live with the first enterprise customer and **4,000+ active users**.
- **Redesigned** the delivery management app end-to-end, driving operational excellence by cutting manual work in managing deliveries; customer feedback: *"This app is miles better than the previous version."*
- **Scaled** product and design operations by establishing internal testing days, an E2E product and design workflow for large projects, beta and roadmap workshops, and a Support–Product feedback loop, to speed up cross-functional delivery.

Associate Product Designer, Masabi (Justride, Public Transport Fare Collection, B2B2C)

Jul 2023 – Aug 2024

- **Led** sitemap and early concept design for the Justride platform redesign, shaping strategic direction for mobile and web experiences used by public transport riders.
- **Directed** design workload against quarterly roadmap goals, refining team process for faster delivery.
- **Launched** a Design Jira Service Desk, streamlining how internal design requests were triaged and delivered.

Junior Product Designer, Masabi

Jun 2022 – Jul 2023

- **Led design** on multiple Justride feature projects, improving transport agency tools and white-label mobile/web experiences.
- **Delivered** the Justride × Google Maps integration in close partnership with the platform partner.
- **Facilitated** a cross-functional design token workshop series that laid the groundwork for a new design system.

- **Managed** 11 member accounts across 4 office sites; retention-driving monthly feedback sessions fed directly into product iteration.

SKILLS

Product & Strategy	Product discovery · Roadmap planning · 0→1 ownership · UX research · Code prototyping · Design systems
Craft	SaaS UX · Accessibility · Cross-platform design · Compliance-led design (KYC, multi-region)
Leadership	Stakeholder management · Cross-functional collaboration · Design operations · Agile/Scrum · Strategic communication
Tools	Figma · Claude Code · VS Code · FigJam · Miro · Maze · Jira · Notion · Monday · Basecamp · Airtable · Webflow · Framer

EDUCATION

BA (Hons) Product and Industrial Design, University of the Arts London (2015–2018)

CERTIFICATIONS

- Describing the ROI of Design, Maven (Aug 2025)
- Product Design Strategy for Designers, Maven (Feb–Mar 2024)
- Web Accessibility, The Basics, The A11Y Collective (Mar 2023)
- UI Design Patterns for Successful Software, IxDF (Aug 2022)
- Design System Bootcamp, Memorisely (Mar 2022)