

Ina Arnaoudova

DESIGN LEADER | TEAM BUILDER | UX RESEARCHER

EXPERIENCE

Head of Design/ Ecosia

Jan 2017 – Present, Berlin, DE

- Built and scaled a team of 8 designers (product, research, content, Design systems), achieving the lowest churn rate across the product org while increasing design's influence on strategy.
- Guided adoption of AI tools (Langdock, ChatGPT, Lovable, Cursor) to improve efficiency in planning, research insight retrieval, and prototyping.
- Partner with C-level leadership to shape company OKRs and ensure design strategy directly influences product roadmap priorities.
- Previously worked as Senior Product Designer across multiple teams and as sole User Research Lead, scaling research operations processes to improve efficiency and research quality.

Senior UX Manager / Carjump (now Free2Move)

March 2015 – Jan 2017, Berlin, DE

- Managed the UX and design strategy for the product leading to a successful start-up exit.
- Mentored 3 junior and mid-level designers and lead the company as a founding member through its acquisition.
- Established UX research, testing, and stakeholder management practices.

UX Designer (freelance) / Preconceive

Feb – Mar 2015, New York, USA

- I project managed a team of 2 UX Designers to complete a discovery on how women and practitioners approach maternal health online.
- Completed a competitive analysis and persona creation.
- Designed and tested a new information architecture.

Platform Consultant for Catapult.org / Women Deliver

Jan – Dec 2014, New York, USA

- Worked with developers to improve UX and manage bugs.
- Managed the partner user flow by preparing grant agreements and ensuring the timely processing of funds.
- Acted as a main point of contact for partners regarding partnership opportunities, crowdfunding projects, and website support.

Client and UX Advocate / Modest Needs Foundation

May 2012 – Aug 2013, New York, USA

- Advocated for grant applicants and worked with leadership on proposed UX changes to improve the experience.

Freelance Researcher / Various


2010 – 2012, Worldwide

- Fairfood (NL) – Reported on CSR policies within the food industry.
- ProFound (NL) – Delivered research for the Dutch Foreign Ministry.
- R.H.E.S.T. (Nepal) – Conducted an impact study on the org's projects.

English Teacher and Trainer / US Peace Corps

June 2006– Sept 2008, Barda, Azerbaijan

- Applied new ESL practices and led independent leadership clubs for women.
- Planned and organized the week long Girls Leading Our World (GLOW) leadership camp for 50+ secondary school students.

 Berlin, Germany
 iarnaoud@gmail.com
 www.inabina.com
 www.linkedin.com/in/iarnaoud/

SKILLS

coaching and mentorship
growing teams
culture building
facilitation
strategy
research and design ops
user journeys
personas
design thinking

TOOLS

Figma
Miro
UserTesting
Lyssna
Airtable
JIRA / Confluence
Lovable
Personio
Leapsome

LANGUAGES

English	Native
Bulgarian	Native
German	B2

EDUCATION

User Experience Design

General Assembly
New York, NY, USA

MS – International Development

Utrecht University
Utrecht, Netherlands

BA – Political Science

Virginia Tech
Blacksburg, VA USA