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Designing clear, scalable digital products through strong UX, systems thinking, and collaboration.

I'm a Product Design Lead with hands-on experience designing and scaling complex digital products.

I focus on clarity, usability, and systems that enable teams to move faster without sacrificing quality. My work spans end-to-end product design, design systems, rebranding, and building effective design team structures.

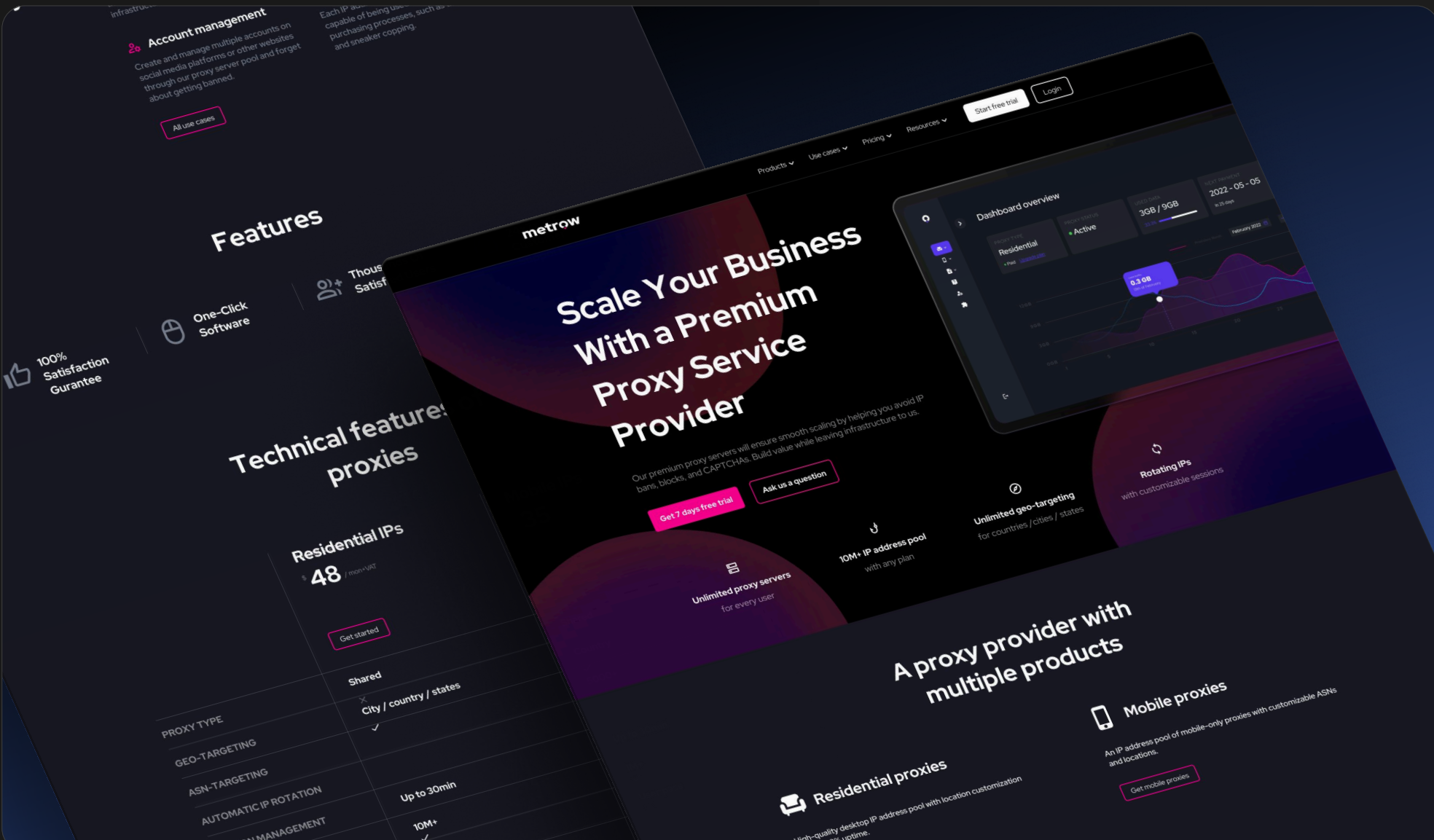
I value pragmatic decision-making, close collaboration with product and engineering, and long-term impact over visual noise.

Core strengths

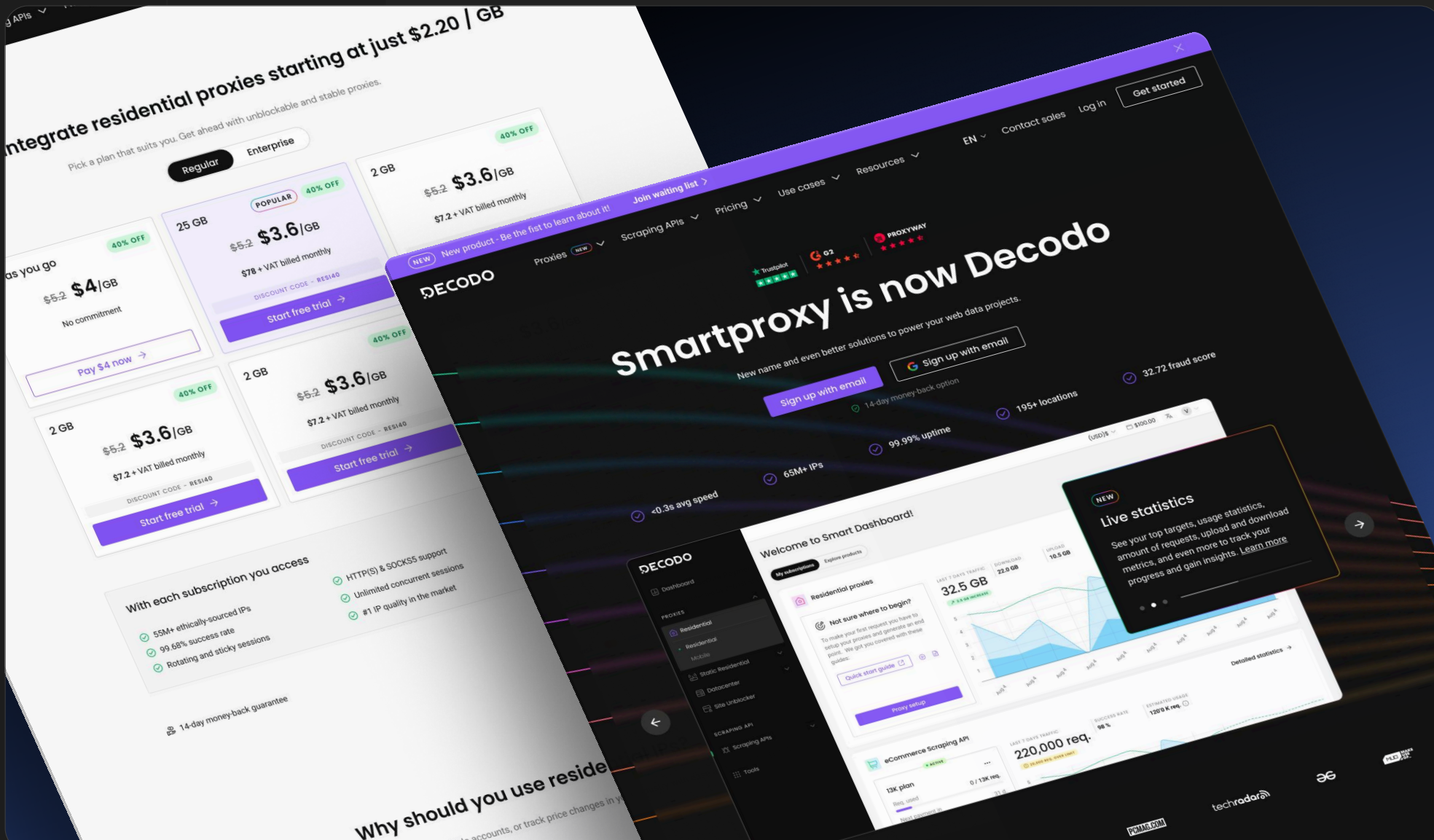
- Complex B2B workflows & dashboards
- Design systems & scalable UI foundations
- UX decision-making under real constraints
- Cross-functional collaboration
- Hands-on leadership

Some work is simplified or anonymized due to NDA.

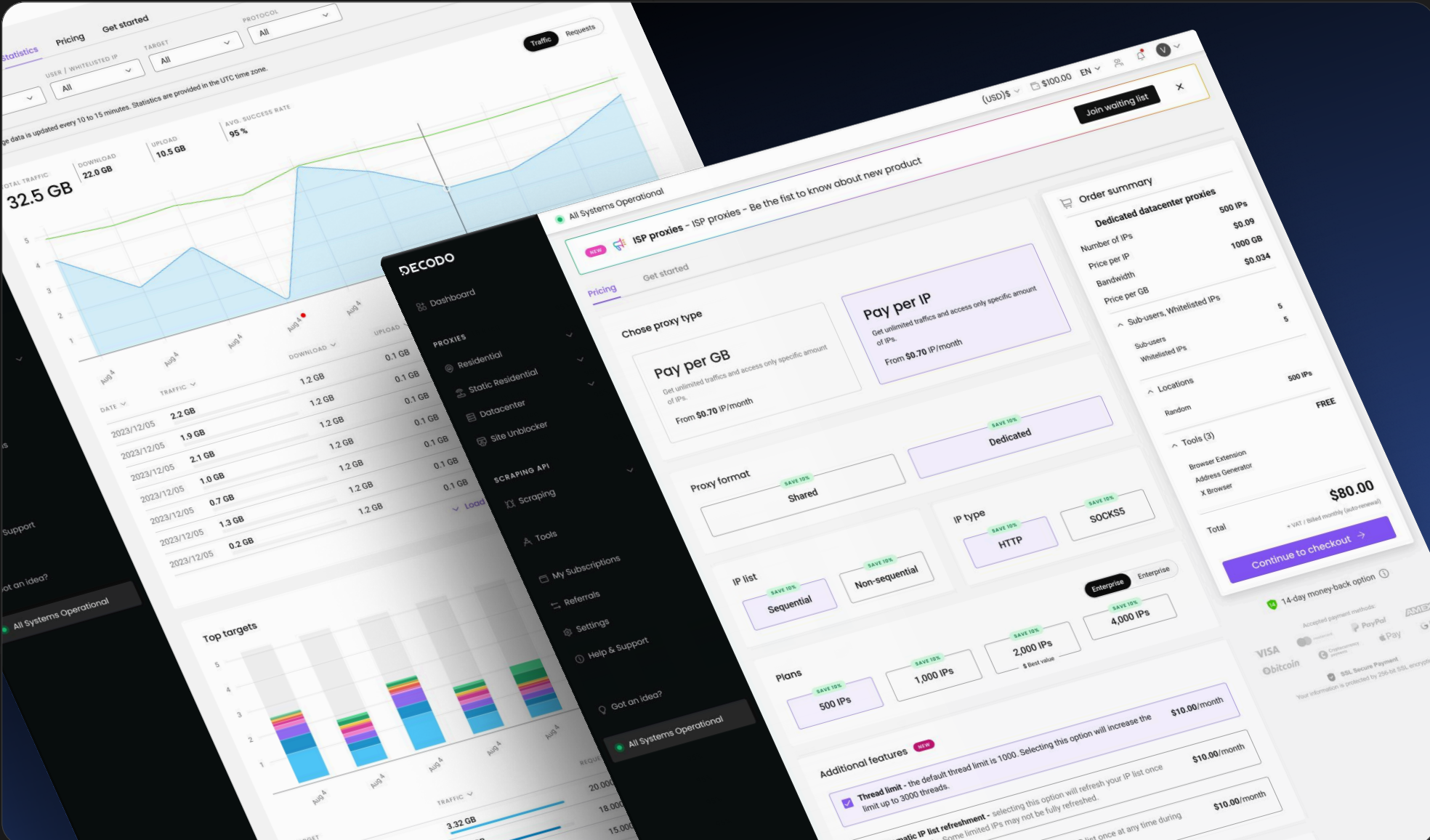
Selected freelance and visual work shown to illustrate visual range. These projects are not core product case studies.



METROW Landing / product pages
Role: UX/UI Designer



DECODO Webpage / Rebranding / Design system
Role: Product Designer



DECODO Dashboard
Role: Product Designer



Archipoint.It Webpage
Role: Freelancer

Selected case studies focusing on real product problems, decisions, and outcomes.

CASE STUDY 01 — UX EXECUTION

Decodo — Proxy Generator Redesign

Context

The Proxy Generator is a core Decodo tool used to configure and generate proxy setups. It directly impacts activation, experimentation, and support load.

Problem

The generator was long, required excessive scrolling, had unclear instructions, and was difficult to understand. Many users avoided using it, and support received frequent "how to use" questions.

Constraints

Existing backend logic, high-traffic feature, mixed user skill levels, limited research time.

My Role

End-to-end UX and UI redesign, information architecture, interaction model, collaboration with product, engineering, and support.

Key Design Decisions

1. Single-screen experience without scrolling
2. Separation of primary and secondary functionality
3. Column-based data structure for clarity
4. Live-updating code examples
5. Subtle motion to show cause and effect

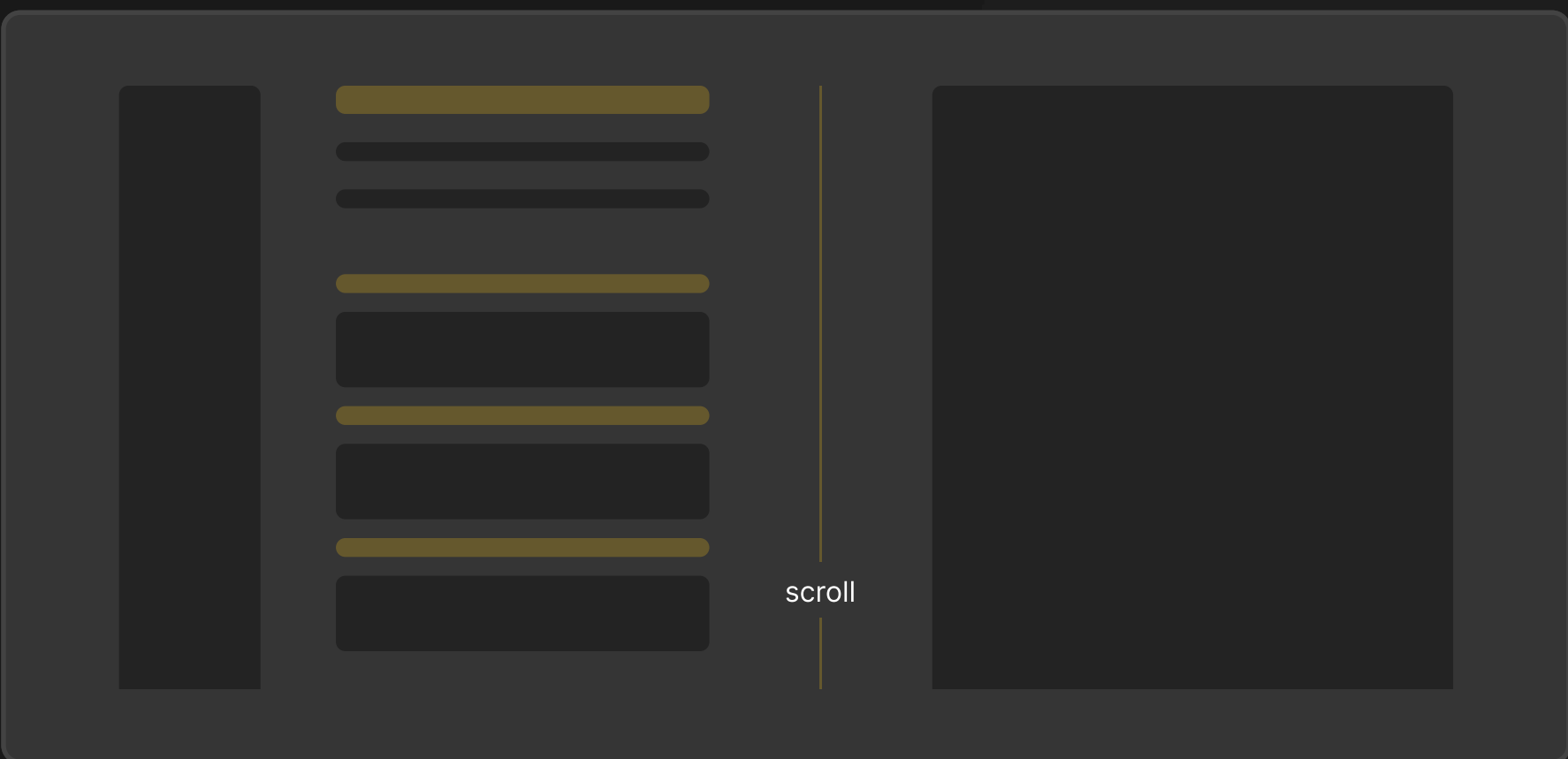
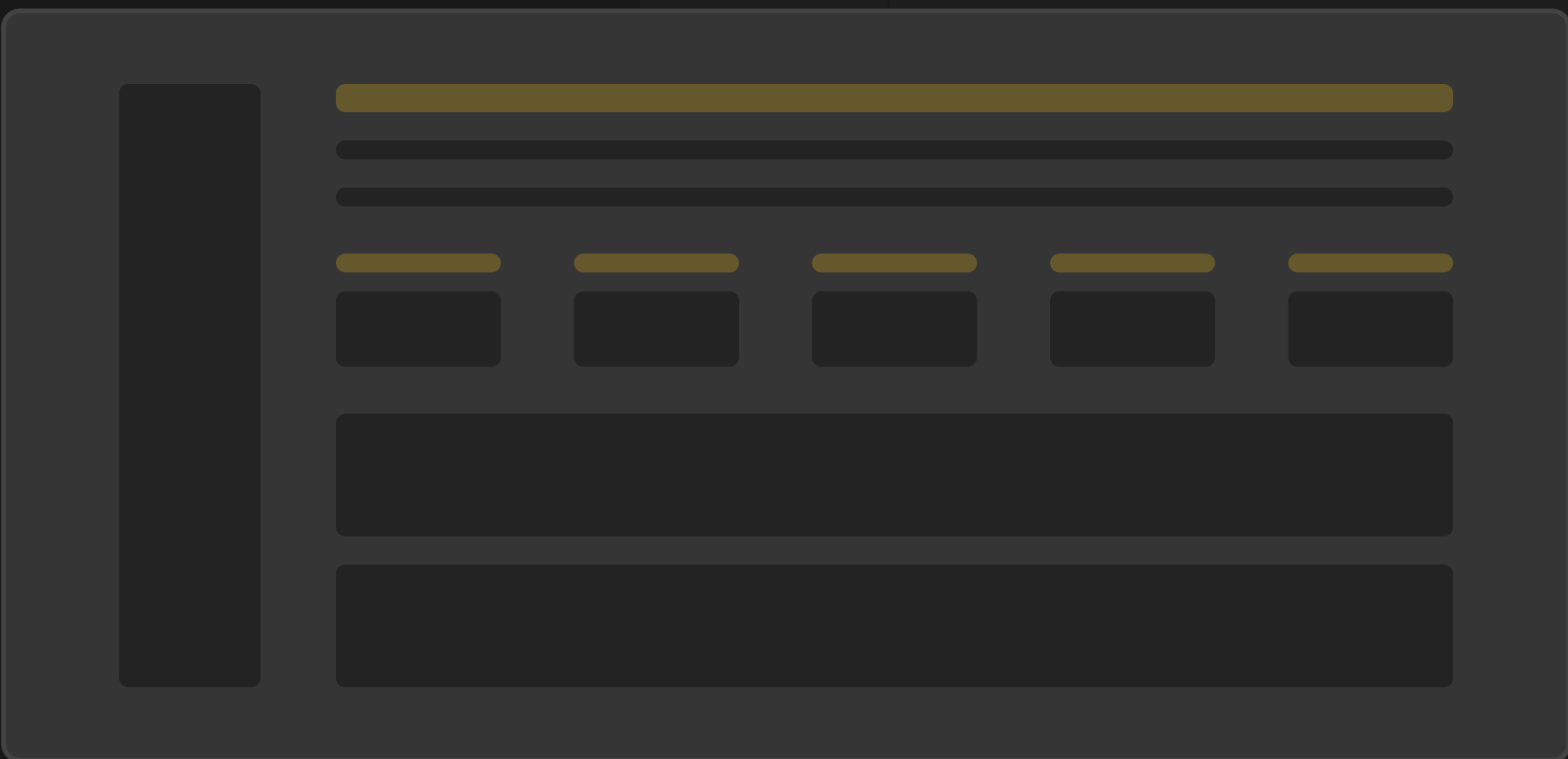
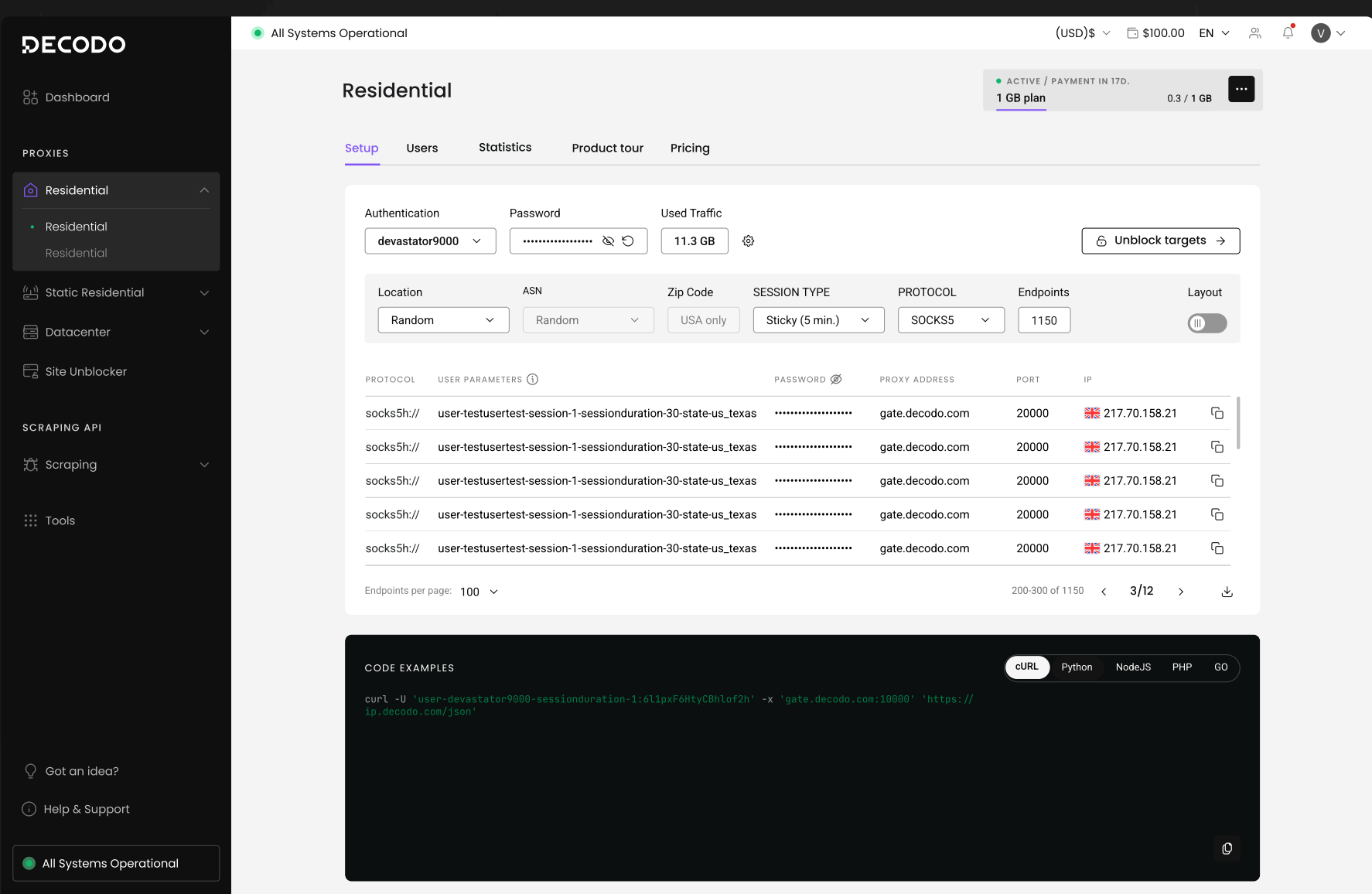


Illustration of the prior layout structure highlighting excessive vertical stacking and cognitive load.



Simplified layout fitting core configuration, data, and code examples into one clear view.



Final result with UI elements

Outcome

Increased experimentation, more code copying, longer time spent in the generator, reduced support tickets, and very positive customer feedback.

CASE STUDY 02 — STRATEGY & SYSTEMS

Decodo — Rebrand & Scalable Design System

Context

Decodo rebranded from Smartproxy while maintaining a high-traffic website and a complex dashboard product.

Problem

A full redesign risked losing brand recognition and slowing delivery, while existing design systems did not scale well.

Strategic Decision

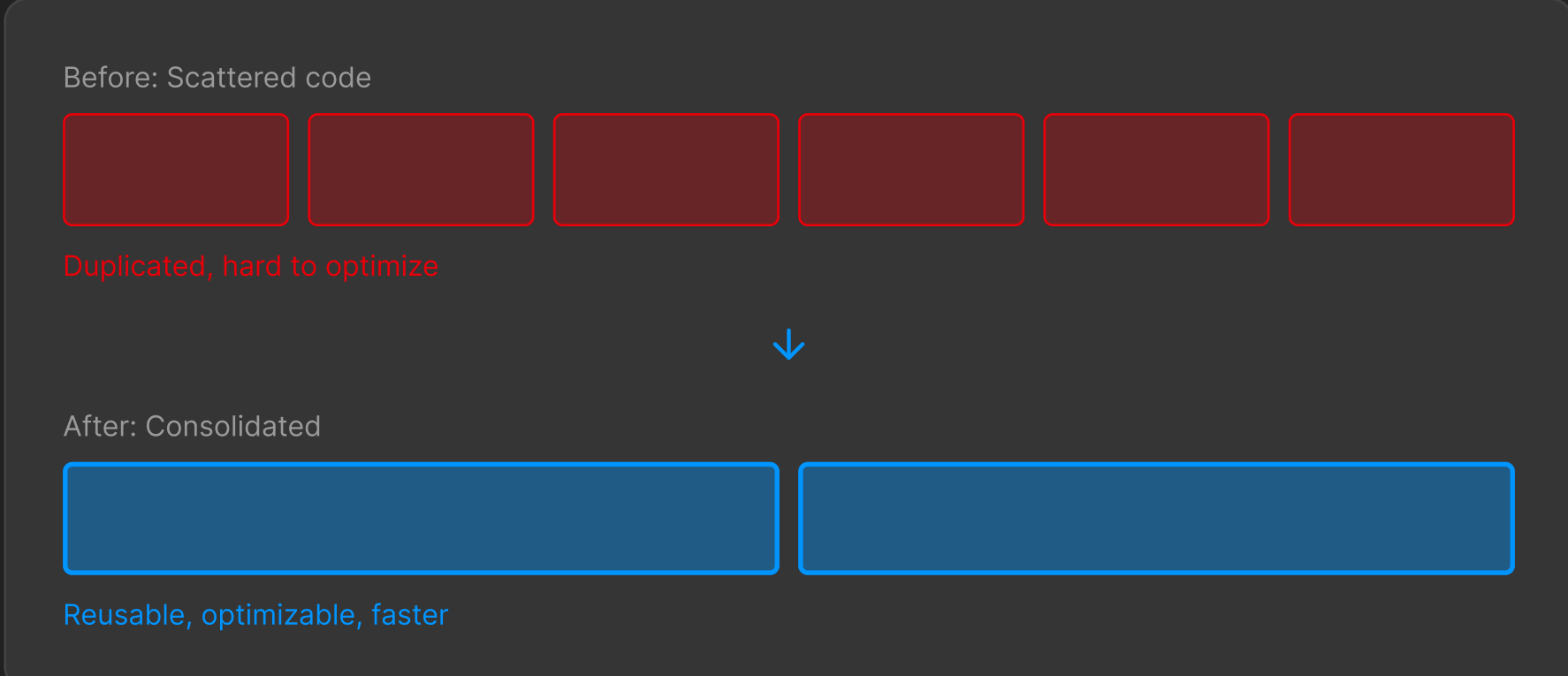
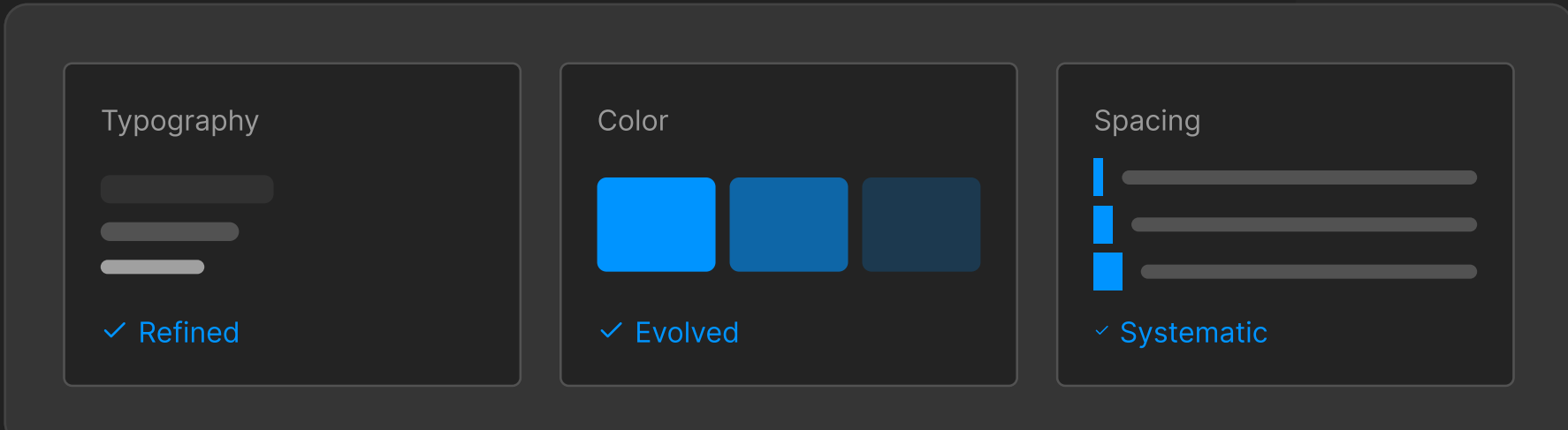
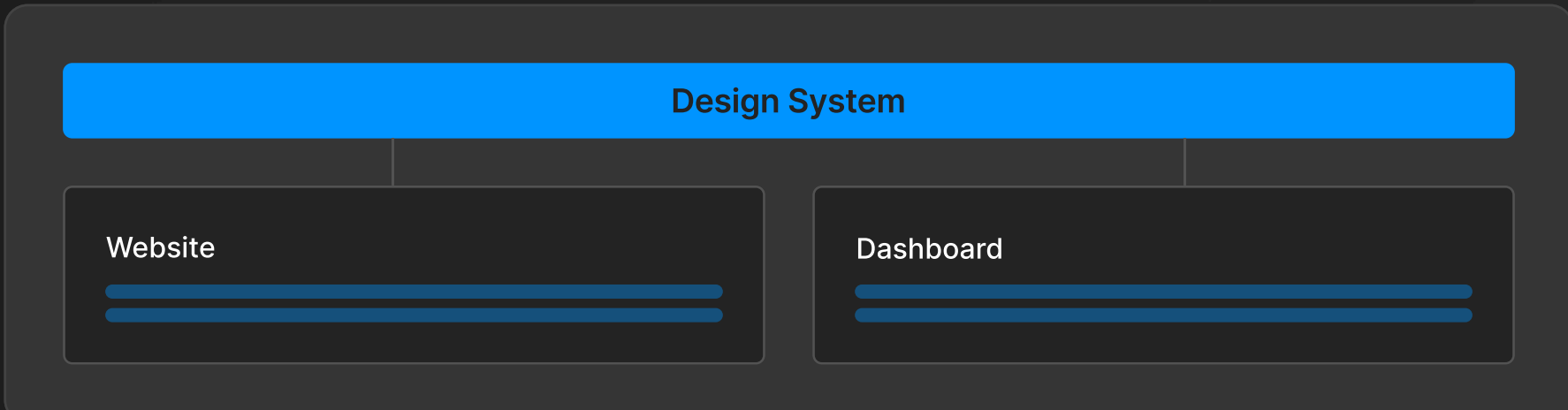
Avoid a full redesign. Preserve recognizability through subtle evolution while investing in system-level improvements.

My Role

Product Design Lead responsible for design direction, system strategy, and cross-team collaboration.

Key Decisions

- Unified website and dashboard design systems
- Refined visuals instead of redesigning from scratch
- System-first approach to scaling
- Modular LEGO-style web slices
- Clear usage guidelines to prevent design drift
- System improvements enabling performance refactoring



Outcome

Faster scaling, improved developer efficiency, reduced designer dependency, better performance, and long-term consistency.

CASE STUDY 03 — DESIGN LEADERSHIP

Decodo — Scaling Design Through Team Structure

Context

Designers were embedded in separate product teams. The design team consisted of 4 designers, including the Product Design Lead, who remained hands-on.

Problem

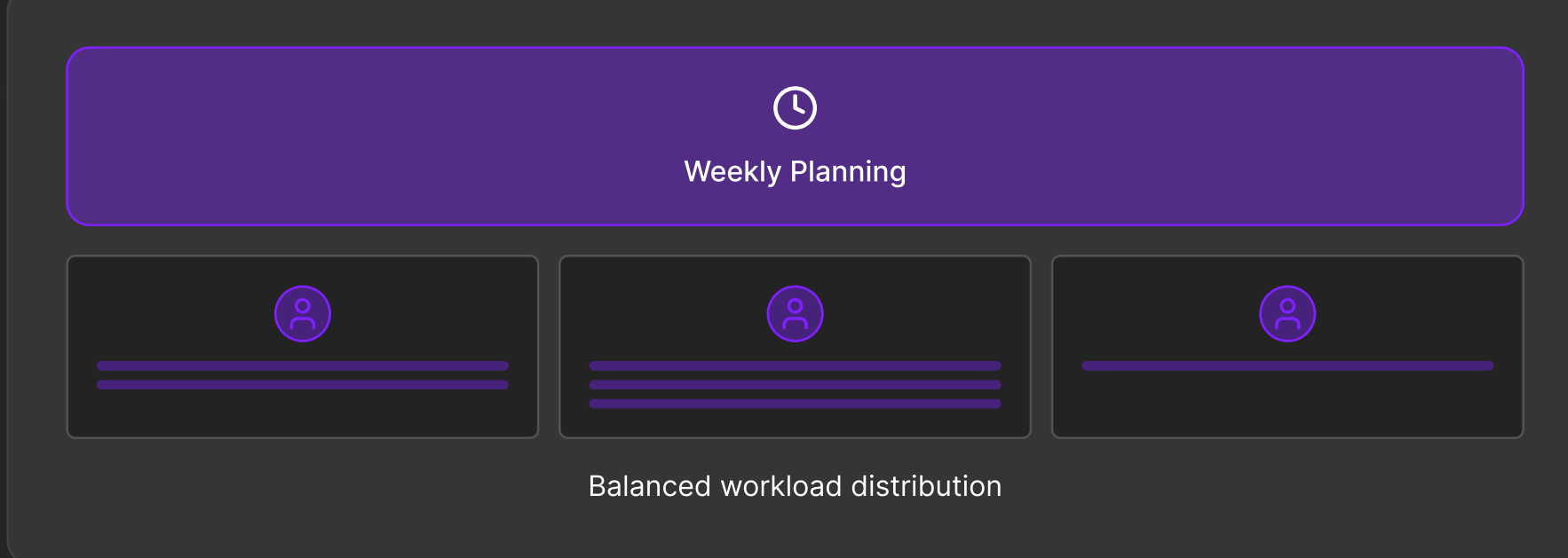
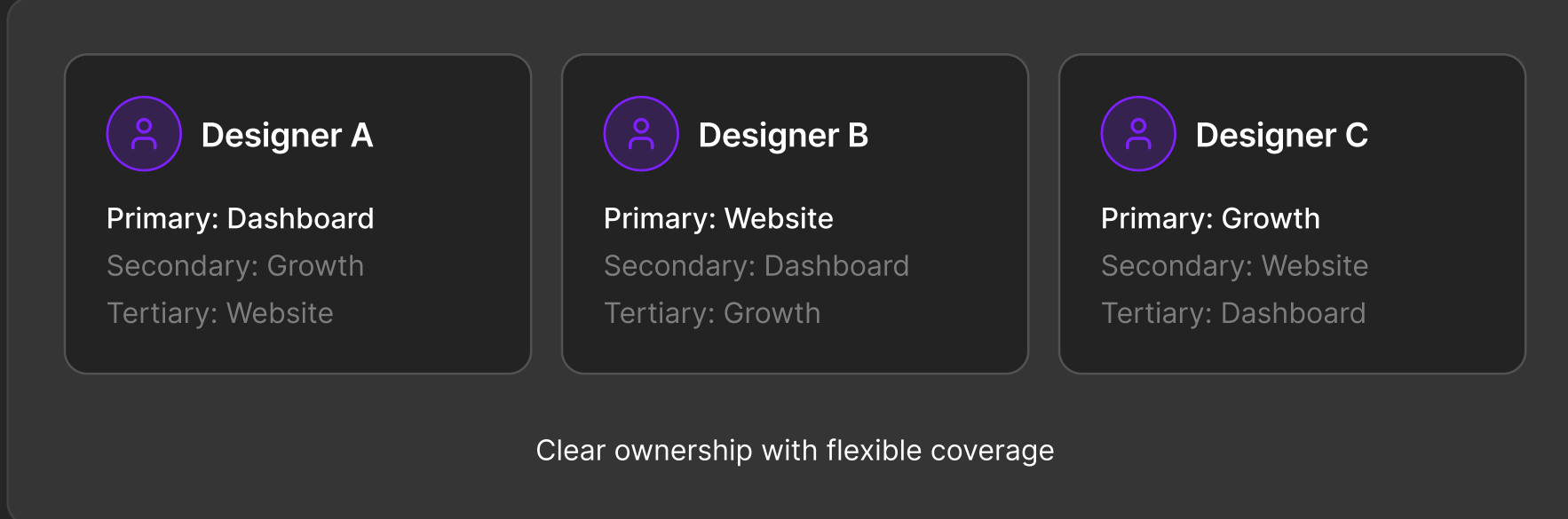
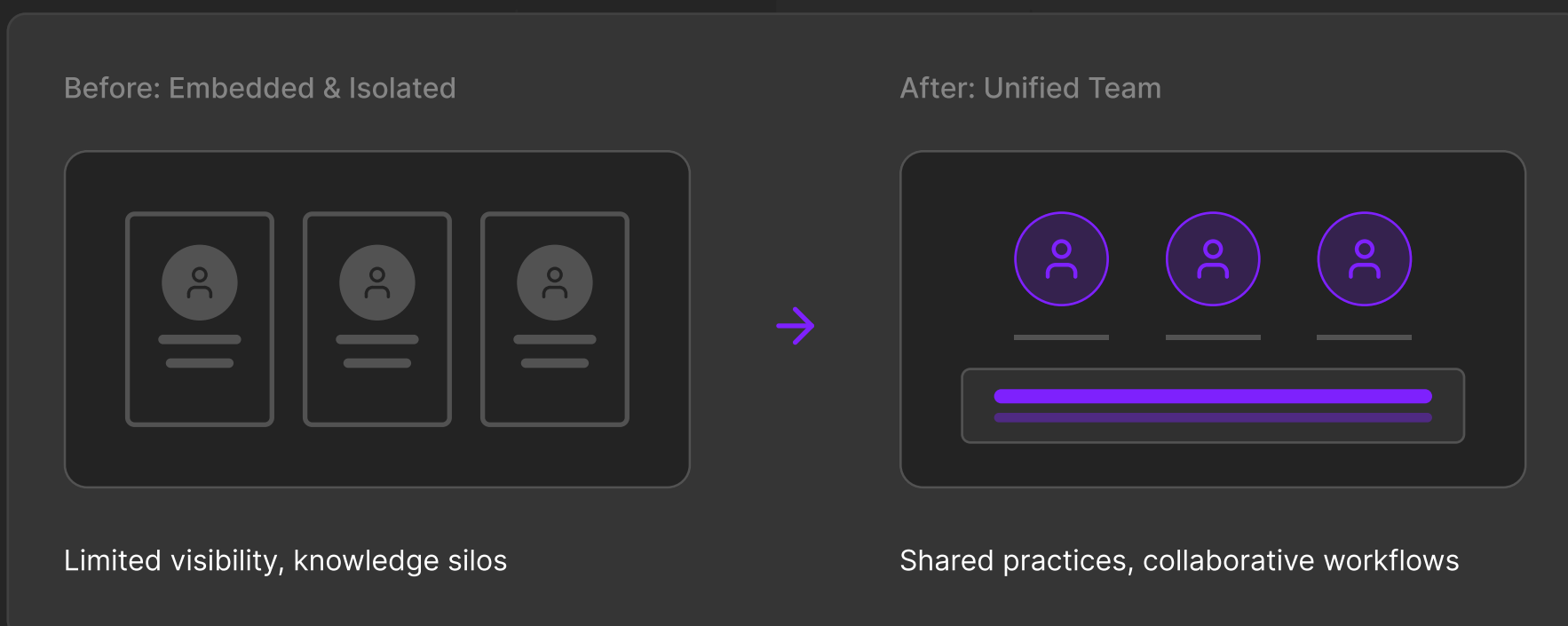
Knowledge silos, uneven workload, bottlenecks, low-value design syncs, and limited coverage during absences.

My Role

Product Design Lead responsible for team structure, workflow, design quality, and growth.

Leadership Decisions

- Formed a unified design team
- Created a shared Jira Kanban workflow
- Introduced weekly planning and load balancing
- Defined clear responsibilities based on strengths
- Ensured shared product ownership
- Documented career ladders and growth framework



Outcome

Reduced bottlenecks, faster delivery, better coverage, deeper UX discussions, stronger collaboration, and noticeably improved design quality.