

DIANA CUBRILO

UX Designer | UX Research | Product Design | AI-Assisted Design Workflows

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PROFESSIONAL SUMMARY

UX Designer with experience across user research, interaction design, rapid prototyping, and cross-functional collaboration. Growing specialization in AI-assisted UX workflows, rapid AI-powered prototyping, and hands-on development of functional digital products, using tools such as Claude, Claude Code, and Antigravity to move from concept to working prototype faster.

CORE SKILLS

UX Research: User Interviews, Usability Testing, Surveys, UX Audits, Competitive Analysis, Journey Mapping, Personas, User Flows, Information Architecture, Qualitative & Quantitative Research

UX & Product Design: Wireframing, Interaction Design, Visual Design, Design Systems, Accessibility & Inclusive Design, Rapid Prototyping, Mobile-First Design, User-Centered Design

AI-Assisted Design & Development: AI-Assisted UX Workflows, Prompt Engineering, AI-Assisted Research Synthesis, Rapid AI Prototyping, Generative AI Design Workflows, AI-Assisted Ideation, AI-Assisted ("Vibe") Coding, Process Automation

Tools & Technologies: Figma, Miro, Claude, Claude Code, ChatGPT, Antigravity, HTML, CSS, JavaScript (basic)

Collaboration: Agile Methodology, Cross-Functional Collaboration, Remote Facilitation, Stakeholder Communication, Workshopping & Design Critiques

PROFESSIONAL EXPERIENCE

Digital Process Designer

2026 – Present

Orion Grupa d.o.o., Zadar, Croatia

Leading the digital transformation of a traditional B2B wholesale business, redesigning internal workflows, standardizing operational data, and developing AI-assisted tools to reduce manual work and improve process reliability.

- Audited existing order-to-delivery workflows and identified duplicated manual data entry, inconsistent product/customer naming, pricing discrepancies, undocumented business rules, and dependencies on employee-specific knowledge.
- Redesigned internal workflows with a focus on standardization, usability, error reduction, and future automation.
- Designed and AI-assisted-developed an internal tool that automatically populates delivery slips using customer-specific pricing, product/package rules, and existing business data, reducing repetitive manual work.
- Built a consolidated pricing system and standardized customer-specific pricing data, surfacing inconsistencies and potential sources of revenue leakage.
- Built structured customer and product databases, including standardized names, units, package quantities, pricing rules, and customer-specific exceptions.
- Documented operational knowledge and business rules previously held informally by individual employees, creating a foundation for scalable processes and future ERP implementation.
- Designed and AI-assisted-developed the company's website end-to-end, translating business requirements into information architecture, user flows, visual design, and functional web implementation.
- Used AI-assisted development tools, including Claude, Claude Code, and Antigravity, to rapidly prototype, build, test, and iterate functional digital solutions.

- Partnered directly with business stakeholders and operational staff to identify problems, validate solutions, and translate real-world business requirements into usable digital tools.

UX Designer

Feb 2025 – Jul 2025

Krown, Copenhagen, Denmark (Remote)

- Conducted UX audits to identify usability issues and improve user experience.
- Led research through interviews and usability testing to uncover pain points.
- Performed competitive analysis to benchmark industry standards.
- Designed user flows, wireframes, and prototypes to enhance engagement.
- Improved accessibility with inclusive design principles.
- Collaborated with stakeholders to align design with business goals.

UX Designer

Nov 2022 – Feb 2025

CrowdDoing & Match4Action, San Francisco, USA (Remote)

- Conducted user interviews, surveys, and usability testing to identify behavioral patterns and user needs.
- Synthesized qualitative and quantitative research into actionable recommendations for product teams and stakeholders.
- Created low- and high-fidelity wireframes and interactive prototypes across multiple stages of the design process.
- Collaborated with developers and cross-functional teams to assess feasibility and support implementation.
- Contributed across the complete UX lifecycle including user research, information architecture, interaction design, content strategy, and visual design.
- Leveraged AI-assisted workflows to accelerate ideation, organize research findings, and support design documentation.

UX Design Intern

May 2022 – Oct 2022

Dean Designs, Split, Croatia

- Redesigned a hotel booking and loyalty platform to improve usability and customer experience.
- Applied UX methodologies to translate business requirements and user needs into design solutions.
- Developed user-centered concepts and interface solutions aligned with business goals and customer retention objectives.
- Produced wireframes and prototypes supporting improved user flows and interaction patterns.

EDUCATION

Associate Diploma in UX Design, UX Design Institute, Dublin, Ireland	2021
BA, Kinesiology, University of Zagreb, Croatia	2019