

Danil Perednja

PRODUCT & WEB DESIGNER

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Professional Summary

Estonian product and digital designer who's comfortable jumping into fast-moving projects and figuring things out with little direction. I can handle broad range of challenges—from deep user research to coming up with fresh creative concepts and art directing, best known for adapting quickly to whatever the team or project needs.

Experience

Latitude Barcelona, Spain
Product Designer 2025 - Present

Latitude is the platform to build custom AI agents where product teams can design, test, and deploy AI agents 10x faster than any other stack.

- Translating user feedback into actionable & prioritised insights for future product iterations
- Working closely with the Devs team daily to provide rapid design-development cycles & continuous delivery
- Distilling complex agent building concepts into intuitive, scalable UX for workflow automation
- Refactoring design system to align with industry best practises & ensure scalability
- Brand identity contribution: set up SMM templates for the marketing team & developed merch line that sold out on the day one

Pitchiro Tallinn, Estonia (Remote)
Founder & Product Designer 2024 - 2025 (PROJECT SOLD)

Pitchiro is a non-profit Figma plugin I created to help startups build professional, investors-ready decks without hiring external experts. As the sole founder, I handled every aspect, including:

- Product Research: Conducted in-depth research, documenting findings in a comprehensive book
- Brand Identity: Developed a unique brand identity aligned with the mission
- Promotion: Promoted the plugin via social media and built a landing page on Framer
- Design: Designed a high-fidelity UI in Figma for a seamless user experience
- Development: Developed the plugin using JavaScript, SCSS, React, and the Figma API

Relate Studio Spain, Catalonia (Remote)
UX/UI Designer 2023 - 2025

Relate is a leading full-cycle Web3 design studio specializing in DeFi products. Known for innovative design and high-quality execution, the studio has worked with clients like ChainGPT, Cetus, Sui, SubQuery, Gotbit, GraphLink. Now expanding into AI, SaaS, and FinTech, Relate aims to become a top global Web3 design studio.

- Full-cycle design concepts covering research, CusDev, designing, custom graphics (2D-3D, motion, generative)
- Developing unique concepts on Webflow & Readymag
- Handling communication with clients on all stages on work both live and asynchronously
- Managing freelancers hired for routine tasks
- Preparing and structuring design materials for presales
- Low and high fidelity prototyping

Education

HSE Art & Design School 2021 — 2025
BSc in Design & Programming

Within the scope of my studies I primarily work in the field of UX/UI design, build web pages with code, prototype iOS mobile apps. Also, had great experience working on brand identity using various tools such as Adobe package, Blender 3D, Cinema4D.

TalTech 2020 — 2021
Computer Science

Computer Science base course at Tallinn University of Technology provided me with an overview on the main principles of coding, computing principles, tech industry as a whole and introduced me to the UX/UI design on practice.

Skills

Design:	Figma, Adobe Suite, Framer, Webflow, Readymag, Blender 3D, WCAG, Design Systems
Front-end:	HTML, SCSS, CSS, JavaScript (JS), React, Ruby on Rails, Python
AI:	GPT, Midjourney, Runway, Kling, Cursor, Prompting, Recraft
Management:	Kanban, Agile, Scrum, Art Direction
Languages:	English — Advanced C1, Estonian — Advanced C1, Russian — Native