

Jana Gonsenicova

SENIOR PRODUCT DESIGNER – B2B SAAS

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Senior Product Designer working on **complex, data-dense B2B SaaS** across web, browser extension, mobile and desktop. I work **AI-first**: I use AI coding tools (Claude Code) to take research through into the real product environment – building prototypes and production-ready changes directly in the production codebase and design system, under engineering review. Some ship as merged pull requests; others become working references that engineers build from.

EXPERIENCE

Senior Product Designer – Toggl

Mar 2025 – Present

Full-time · Remote · B2B SaaS – time tracking, planning and reporting

- Designed end-to-end for **two SaaS products across four platforms** – web app, browser extension, mobile and desktop – from discovery research through to merged pull requests, on dense-data surfaces: timers, calendars, timesheets, reports and goals.
- Led mixed-methods research at the scale each question required: two surveys totalling **~1,500 respondents**, plus discovery and churn interviews, usability testing and production-usage analysis.
- Ran exploration as working software – built competing options into the real UI behind a variant switcher so the team compared them in-product, surfacing edge cases (overlapping entries, timezones, offline sync) during exploration rather than mid-sprint.
- From January 2026, worked in the production codebase and design system under engineering review: **79 pull requests across three repositories, 27 merged as production features** (largest touched 31 files) – and **16 prototypes cited by 18 merged production pull requests written by other engineers**, who built from them as behavioural reference.

UX Researcher & Product Designer – Adam Ondra

Sep 2024 – Apr 2025

Contract · Prague, Czechia · Remote

- Planned and ran in-person discovery interviews with climbers for a new online platform, synthesising findings into the product principles and strategy for a personalised training product.

Product Designer – Morfeu AI Inc.

Oct 2024 – Feb 2025

Contract · New York, US · Remote · AI video SaaS

- Redesigned Laila, an AI video generator, adapting the web experience into a mobile app with light and dark modes ahead of a Web Summit launch – features end-to-end, evolving the design system and defining flows with product and engineering in weekly sprints.

Product Designer – Freelance Core s.r.o.

Nov 2021 – Sep 2024

Contract · Prague, Czechia · Remote · Travel, hospitality and e-commerce

- Led OROOM's responsive website and booking-flow redesign, from audit and analytics through interviews and user testing: **conversion up 6.4×, engagement sessions up 44%**.
- Rebuilt a booking-system website on Hotjar behavioural data: **engagement up 35%, conversion up 25%**. Responsive design, accessibility (WCAG) and prototype testing across European client products.

Product Designer – Prima DOMA MEDIA s.r.o.

Aug 2022 – Jul 2024

Contract · Prague, Czechia · Remote · Entertainment media platform

- Established the core UX/UI for an entertainment media platform: **50+ wireframes across 11+ pages in three weeks**, backed by competitor research and concept testing.
- Introduced iterative, user-centred practice and redesigned TV-network interfaces through heuristic evaluation and A/B testing; led design discussions with stakeholders and developers at a major Czech TV channel.

SKILLS

Design

Product design · Interaction design · Design systems · Prototyping · Information architecture · User flows · Mobile (iOS & Android) · Web & responsive · Accessibility (WCAG)

Research

Discovery & churn interviews · Surveys at scale · Usability testing · Concept testing · Heuristic evaluation · Journey mapping · Production-usage analysis

Domains

B2B SaaS · Productivity & time tracking · AI products · Media & entertainment · Travel & hospitality · E-commerce

Tools

Figma · Claude Code · Storybook · Git & GitHub · Notion · Miro · Dovetail · Maze · Hotjar · Google Analytics

EDUCATION

UX/UI Certificate

Design Lab · USA
2022 – 2024

MSc & BSc, International and Diplomatic Studies

Prague University of Economics and Business · Minor: Commercial Communications
2011 – 2017

LANGUAGES

English – bilingual
Czech – native
French – intermediate
Russian – intermediate