Blerton Shala, Product Designer

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PROFILE

UX/UI Designer and Product enthusiast with over 5 years of experience, focusing only on Product Design in the past years. I've worked across healthcare, logistics, and education industries helping clients and companies to design, and launch their digital products

I can self-manage during independent projects and collaborate in a team effectively. Alongside design, I also take part in project management, coordinating tasks, timelines, and QA.

EMPLOYMENT

May 2026 — Oct 2026

Senior Product Designer(On-site) • *Radix*

- Design end-to-end experiences across Radix's AI multifamily platform (Analytics, Underwriting, Intelligence and RealRents), used by property owners, operators and investors to evaluate and manage properties.
- Turn dense market and financial data into clear dashboards, comparisons and charts, prioritising what users need to decide first.
- Shape how AI-generated insights appear in the product: how they're framed, how much detail is shown, and how users verify them.
- Partner with Product and Engineering teams across Kosovo and the U.S., and contribute to a shared design system across products.
- **Agile Workflow:** Adapting quickly to evolving requirements and user feedback to improve the product.
- **Prototyping:** Creating interactive prototypes to validate design concepts and gather user input early in the development process, reducing rework and saving time.

Apr 2026 — Present

Product Designer (Part-time) • *Avelo Airlines*

- Design booking flow / check-in / mobile app / optional services / Avelo PLUS]for a U.S. low-fare airline serving 2.5M+ passengers a year.
- Design the Avelo PLUS membership and co-branded card experience for a program of 100K+ members.
- Analyzed membership and cardholder data to identify cross-sell gaps, then designed flows that bring the card offer into the membership journey.
- Partner with Avelo's digital and marketing teams from research and wireframes through developer handoff across web and mobile app.

Oct 2024 — May 2026

Product Designer • *Yuuniq Health*

- Design the mobile app for patients and dashboard for doctors, focusing on creating user-friendly interfaces that optimize healthcare workflows.
- Creating and managing design system library for both platforms mobile and desktop.
- Collaborating with Flutter developers and other Backend developers to implementation of designs and also participate in QA testing to improve UI components and user flow.
- Working Agile: Adapting quickly to evolving requirements and user feedback to improve the product.
- Analyzing user feedback and data to identify areas for improvement, making informed product decisions that enhance user experience.
- Lead project management activities, coordinating tasks, timelines, and cross-functional team collaboration to ensure successful project delivery.

Feb 2024 — Sep 2025

Product Designer & UI Developer • *Freelance*

- Partner with clients to design the UI and user experience of their digital products, delivering designs that match with their business and their requirements
- Design responsive and accessible interfaces, differentiating them from competitors.
- Collaborating with Flutter developer to implementation of designs and conducted thorough testing to improve UI components.
- Helping clients reduce operating costs by designing and developing SaaS products that perform well across various devices.

Sep 2022 — Dec 2023

Product Designer • *Starlabs*

- Collaborating closely with the Product Manager to ensure the user experience and interface areuser-friendly and align with the company vision and brand identity.
- Additionally, I worked hand-in-hand with the development team to guarantee the feasibility of design implementations and occasionally helped them with UI development.
- In a SaaS startup environment, I went beyond these fundamentals by:

  - Staying Agile: Adapting quickly to evolving requirements and user feedback to improve the product.

  - Prototyping: Creating interactive prototypes to validate design concepts and gather user input early in the development process, reducing rework and saving time.

  - Cross-functional collaboration: Collaborating seamlessly with cross-functional teams, including developers, marketers, and product managers.

  - Continuous Learning: Staying updated with industry trends and emerging technologies to keep our product at the forefront of innovation.

  - Quality Assurance (QA) testing responsibilities, including the creation of test cases and scenarios, to ensure the reliability of the features we develop. This approach to design and testing not only enhances the user experience but also contributes to the overall quality and performance of the SAAS platform.

Mar 2020 — Feb 2022

UI / UX Designer • *Otreks*

- Evaluated current branding of the company starting from logo, and website to social media posts and project mockups.
- Involved in different work related to creating and improving user experience: talking to clients, planning and organizing user surveys, moderating user interviews, and analyzing and articulating user data.
- Created wireframes, interactive prototypes, organized content and advocated the needs and goals of real users.
- Designed 7+ landing pages, UX/UI of 5 mobile applications, and 4 web applications which had to do mostly in the Logistic and Healthcare industry.

Jan 2019 — Mar 2020

Front End Developer • *Otreks*

- Translated the design team's UX wireframes and mockups into responsive, interactive features, using HTML/CSS and JavaScript.
- Delivered quality code and high-performance, cross-browser websites based on W3C standards.
- Worked as a part of an Agile development methodology.
- Developed a custom UI library that increased developer productivity and code reuse.
- Utilized HTML, CSS, and JavaScript to create a dynamic, interactive user interface that improved user experience.

EDUCATION

Oct 2015 — Jun 2019

UBT - University of Business and Technology

Bachelor of Computer Science

SKILLS

User Research
Product strategy
Information architecture
Wireframing
Data analysis
Webflow Development
User story writing
Figma
Photoshop
HTML & CSS
Tailwind CSS
Familiarity with Flutter (UI)

LANGUAGES

English
German