Gabor Lakner

Senior Product Designer (UX/UI)

Product designer with 9+ years building high quality digital products and high converting web experiences, combining product thinking with sharp visual sense.

Experience

Product Designer / Webflow Specialist

VMG Agency / Feb 2025 - Present

Design and development support for U.S.-based clubhouses and hospitality brands.

- Led strategic redesign of website structures and key pages, improving information architecture and usability across multiple brands
- Increased conversion rates by 10% through UX improvements
- Optimized media-heavy sites by reducing page load time by 25%, improving mobile performance and SEO readiness
- Maintained and scaled Webflow sites for U.S. hospitality brands, ensuring visual consistency and responsivness across all devices.

Senior Product & Identity Designer

Zelus Labs / Jul 2021 - Feb 2025 / 4 yrs

Led product design and UX for Web3 platforms and consumer-facing digital tools.

- Co-led the end-to-end product design of Zelus Wallet, scaling the platform to 40,000+ active users within 18 months
- Built a comprehensive design system from scratch, improving usability of complex crypto workflows by 30%
- Designed UX/UI for multiple digital products including an NFC verification tool and white-label marketplace

Product Designer / Mentor

UX Studio / Jan 2019 – Jul 2021 / 2 yrs

Delivered UX and UI solutions for digital platforms and SaaS products.

- Designed high-fidelity interfaces and interactive prototypes for SaaS tools
- Contributed to design systems and scalable UI components
- Mentored junior designers in UX process, visual hierarchy, and product thinking

Design Mentor

Team&Tonic / Jun 2021 – Dec 2021 / 5 mos

Mentored junior designers working on real product and app projects.

- Guided designers on UI systems, layout structure, and product UX thinking
- Directed visual quality across multiple ongoing product projects

UI & Product Designer

Loginet Systems / 22Design / Aug 2017 – Feb 2019 / 2 yrs

Focused on e-commerce and mobile app design.

- Worked on landing pages, larger company websites and mobile applications.
- Designed white-label apps and responsive web platforms.

Product & Visual Designer

Craftner Studio / 2023 – Present

Co-leading a Berlin-based design studio focused on handcrafted brand and digital identities.

- Successfully launched 7+ end-to-end brand and digital identities for diverse clients across Real Estate, Fashion, Arts, AI and Tech.
- Cut time-to-market by 30% by eliminating design-to-dev handoffs through integrated Webflow development.

Contact details

Portfolio: www.laknerdesign.com
Email: lakner.gabor@gmail.com
Berlin, Germany

Languages

Hungarian (Native)
English (Professional)
German (Basic)

Stack of tech

Figma
Figma Make
Webflow
Claude
Spline 3D
Illustrator
Photoshop
InDesign
Pastel
Prorotyping with AI

Core skills

Product Design
UX/UI Design
Design System
Website Architecture
Webflow Development
Sketching
Wireframing
Visual Design
Usability Evaulation
Persona Creation
User Journey Mapping
Workshop Facilitation

Education

Media Design Certification
Budai Drawing School, Budapest (2016)

BA, Tourism & Hospitality MGMT
Metropolitan University (2014)

Fun fact about me

When I'm not at the screen, I'm chasing a basketball, losing at video games, walking two dogs, or getting outsmarted by a toddler. Roughly in that order.