

# Business developer with UX expertise

KRISTINA DANILIAUSKAITE

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## COMPETENCIES

Business development & growth strategy  
Product management  
UX design  
AI-assisted development  
Stakeholder management  
Backlog & requirements prioritisation  
GDPR compliance  
Coaching

## PERSONAL QUALITIES

Curious  
Proactive  
Structured  
Critical thinker  
Engaged  
Goal-oriented  
Outgoing  
Independent

## CERTIFICATES

Product Owner  
Scrum Master

## LANGUAGES

Danish, English, Lithuanian

## EDUCATION

2004–2008  
**MSc & BSc in Medialogy**  
Aalborg University

2001–2004  
**AK, Media Graphic Design**  
Syddansk Erhvervsskole, Odense

1998–2001  
**Automation and Robotics**  
Kaunas College

## PROFILE

I'm a business developer with a UX background – not the plan I set out with, but the work that kept finding me, thanks to a curiosity that keeps me going. Thirteen years of experience: agencies, a corporate role, a GDPR startup I co-founded, and today I co-run PARGO. Not everything has worked as planned. What has, usually came from staying dedicated and following the path, even when the odds were against me – owning the backlog, driving sprints, and making sure design, development and business speak the same language.

## EXPERIENCE

**Business Development, Product Owner & UX Lead** Aug 2024 – Present  
Co-owner, PARGO ApS

PARGO is a tech startup helping drivers park safely and stress-free. As co-owner I cover UX, communication and agile facilitation with Scrum Master responsibility, driving development from backlog to delivery.

Client contact & stakeholder management · Backlog management & prioritisation · Alignment across UX, development & marketing · Continuous improvement through agile coaching

**Product Owner, UX Lead & Design Team Lead** May 2023 – May 2024  
Independent consultant

Product Owner responsible for a SaaS solution and the digital user experience across mobile apps and web.

Advising & coaching teams · UX strategy & user-friendly flows · Optimising UX against legislation & regulatory demands · Stakeholder management & workshops

**UX Lead & Interim Product Owner** Sep 2020 – Dec 2022  
Consultant, via a consultancy agency

UX consultant responsible for the digital user experience across several international healthcare apps, stepping in as interim Product Owner.

Feature prioritisation & backlog management · Interactive prototypes in Figma · Close stakeholder collaboration · Workshops & presentations

**UX Lead** Nov 2019 – Jun 2020  
Consultant, via a consultancy agency

User-friendly flows & UX optimisation · User testing & interactive prototypes in Sketch · Error screens & flows for usability · Close collaboration with Scrum team & UI designer

**Business Development & UX Lead, PrivacyTree P/S** Aug 2016 – Apr 2018  
Co-founder & co-owner, Copenhagen

Co-founded PrivacyTree to build user-friendly GDPR solutions for smaller businesses.

GDPR legislation & EU data requirements · User-friendly flows & UX optimisation · User testing & prototypes in Sketch · Close collaboration with GDPR expert & Scrum team