

Veronika Slachtova

Lead Product Designer • Product Strategy & Design Ops • AI Design

– I design **digital products** and **systems** that scale. By combining a structured design process, AI workflows, and close collaboration with users and cross-functional teams, I help businesses turn complex challenges into useful solutions. With **10+ years of experience** across startups and mature organizations, I **lead product design from strategy to delivery**.



EXPERIENCE

Senior Product Designer • RentalReady, Jan 2022 – Present, Remote

Leading product design for a complex B2B property management SaaS platform, shaping **design strategy**, guiding the **design team**, and driving key product initiatives **from discovery to delivery**. Focused on **complex workflows**, innovation, guest experience, **scalable design system**, and **AI-powered solutions**.

- Built and scaled a design system across 5+ products, while the customer base grew 4x.
- Designed agentic AI solutions and AI-supported product experiences / Maia AI agent used by almost 45% of portfolio
- Established Design Operations and structured design processes
- Led design team, and team of developers during redesign project of RentalReady platforms
- Contributed to user research across the full product lifecycle
- Partnered with product, engineering, and other cross-functional stakeholders, workshop facilitation
- Led product-specific branding and visual design initiatives

Freelance Designer / UX Consultant, Feb 2020 – Jan 2022

Helping startups, SaaS products, agencies, and brands create meaningful digital products and experiences extending beyond the digital form. Supporting projects from **early concepts**, through **UX audits** to **implementation**
Clients: **Mantra**, **MG-V**, Coffee Pal, Slachta Gallery, Zlata rybka, Kavino

Visual Designer • Designit, Sep 2019 – Feb 2020 • Aarhus, Denmark

Developed concepts and **digital experiences** for public-sector client and **Novo Nordisk**, while contributing to **branding** projects and applying Design Thinking to research, ideation, and solution development.

Digital Designer • Ideal Development / Heyday, Dec 2017 – Sep 2019 • Aarhus, Denmark

Designing **native iOS**, **Android apps** and web products for 15+ clients across startups or healthcare. Covering the **full product lifecycle** - across User research, UX audits, concept development and **workshops**, developer handoff, and launch. Introduced Goal-Directed Design process.

EXPERTISE • Product strategy • Product design • UX research • User interviews • UI/UX design • Agentic AI design • AI prototyping • Design systems • Complex SaaS Web & Mobile products • Workshop facilitation • Design Ops • Team leadership • Lean & Agile • Documentation & Handoff • Methodic process (OOUX, Design thinking)

TOOLS • Figma • Claude • Claude Design • Lovable • ChatGPT • Adobe Creative Suite • Hotjar

EDUCATION & CERTIFICATION

- **Design Leadership** certificate by Design Leaders Studio • 2025
- **BA, Innovation and Entrepreneurship**, Business Academy Aarhus • 2019 / Behavioural Design specialisation
- **AP, Multimedia design**, Business Academy Aarhus • 2018
- **Graphic design**, High school of Arts, Slovakia • 2016