

Zuzana Hrušovská

Now targeting **Product Management** roles

I bring ten years of B2B SaaS experience across research, design, and engineering collaboration, and the ability to connect all three into sharp product decisions.

EXPERIENCE

Staff Product Designer at Pleo

Nov 2024 - Mar 2026

Led end-to-end product direction for the Partner Experience team, a PLG team serving accounting partners and bookkeepers. Owned problem framing, discovery, metric definition, prioritisation, and roadmap shaping alongside the engineering manager.

Key outcomes: Defined user-centric strategy and leading & lagging metrics; shipped the Bookkeeping Overview as the central dashboard for partner bookkeepers to triage client work and close books across multiple clients. Redefined partner verification end-to-end to filter for licensed bookkeepers, reducing unqualified signups and improving partner quality.

Product Design Lead at Mews

Sep 2022 - Oct 2024

Drove strategic product initiatives across multiple teams on the Mews B2B platform, while leading a team of 6 designers, shaping hiring, onboarding, and cross-functional ways of working.

Key outcomes: Led foundational discovery on group management that shaped long-term strategy. Defined and delivered the scaled group bookings experience, re-engaging key prospects, driving incremental revenue, unlocking a new customer segment, and resulting in a dedicated team being formed around the domain.

Senior Product Designer at Mews

Mar 2021 - Aug 2022

End-to-end design in cross-functional product trios; discovery, research, usability testing, workshop facilitation, and delivery. Set success metrics and evaluated outcomes.

Product Designer at Mews

Mar 2019 - Feb 2021

Junior UX Designer at SYMBIO agency

Apr 2017 - Jan 2019

UX Design Intern at O2 Czech Republic

Sep 2015 - Mar 2017

CONTACT

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SKILLS

Product discovery & strategy, JTBD, roadmap prioritisation, hypothesis-driven experimentation, success metrics, data analysis, stakeholder alignment, cross-functional leadership, rapid prototyping with AI tools

EDUCATION

Service science, management and engineering

Master's degree

Masaryk University | 2016 - 2018

Applied informatics, focused on Graphic Design

Bachelor's degree

Masaryk University | 2011 - 2015