



Endi Saliaj

Product Designer in Tirana, Albania

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About

Product designer with 5+ years in SaaS. I design AI features, editors and websites from start to finish: research, flows, high-fidelity screens, motion and the final build.

I lead the design of LanderLab, an AI landing page builder, and design for TheOptimizer and ClickFlare. I build websites myself in Webflow and in code, and I care about how a product moves and feels.

Experience

Sep 2022 – now

Product Designer at LanderLab, TheOptimizer and ClickFlare
Tirana, Albania

Design for three SaaS products for performance marketers, working every day with engineering, product and marketing.

LanderLab · AI landing page and quiz funnel builder

- Lead the product design end to end: research, user flows, high-fidelity prototypes, developer handoff and final polish.
- Designed the AI builder: the composer where a page starts, the states while the AI thinks and builds, and the AI orb, the face of the assistant.
- Redesigned the page editor (UX case study): +24% conversion and 48% fewer frustration clicks, measured with Microsoft Clarity.
- Built and keep a design system of 50+ components; the development team works 72% faster with it.
- Wrote the developer docs in Mintlify and connected them over MCP to an AI support assistant that answers users' questions.
- Designed and shipped a chatbot inside the builder for help and guided workflows, and multi-step workflow automation.
- Designed growth and retention features: the onboarding checklist, achievement badges, gifts for reviews, AI credit packs and a softer cancellation flow.
- Designed the webhook integration (leads to any CRM, field by field) and the CMS editor for blog posts.
- Designed the new LanderLab.io website, its launch film and the 404 page.
- Set up research habits: user interviews, heatmaps and A/B tests decide what goes on the roadmap.

TheOptimizer · Ad automation with AI

- Designed and built the website in Webflow and moved it off WordPress myself, without an agency.
- Designed the new logo, four ribbons folded into a hexagon, and its launch film.
- Designed the Optimizer AI mascot: a glass hexagon with two eyes, and a pixel robot for the search bar.
- Kept the design system for the website and campaign pages, and animated the integrations section with Lottie.

ClickFlare · Ad tracking and analytics

- Designed the whole product interface (flows, wireframes and a component system), so engineering could build and launch it fast.
- Designed analytics dashboards for technical users: clear data, clear hierarchy, patterns that scale.
- Designed the ClickFlare.com website and moved it from WordPress to Webflow.

2021 – 2022

Freelance Product & Web Designer at Upwork
Remote

- Designed and built Webflow websites for clients in many fields, with clear structure, good UX and fast pages.
- Organic search visibility grew by 45% on average after launch.
- Top-rated freelancer: ran every project myself, from the first call to the last change.

Apr 2021 – Aug 2022

Junior UI/UX Designer at RASH, Academic Network of Albania
Tirana, Albania

- Designed a student platform from scratch: grades in real time, digital books and live class schedules.
- Made the user flows, wireframes and high-fidelity screens in Figma for students, teachers and admins.
- Designed dashboards for academic results, system health and usage.

Selected work

- | | |
|---------------------------------------|---|
| 2026 AI composer · LanderLab | 2026 AI orb · LanderLab |
| 2026 LanderLab website · LanderLab | 2026 Optimizer AI mascot · TheOptimizer |
| 2026 TheOptimizer logo · TheOptimizer | 2026 ZeroRank.ai · ZeroRank |
| 2026 Formo logo · Formo | 2026 AI credit packs · LanderLab |
| 2026 Achievement badges · LanderLab | 2026 Cancellation flow · LanderLab |

2026 Webhook integration · LanderLab

2025 LanderLab editor · LanderLab

2025 TheOptimizer.io · TheOptimizer

2025 ClickFlare.com · ClickFlare

2025 LanderLab design system · LanderLab

Skills	Product design	End-to-end product design, AI interfaces and chatbots, editors and builders, user flows, information architecture, wireframes, prototypes, design systems, motion and micro-interactions, developer docs
	Research	User interviews, usability tests, A/B tests, heatmaps, UX audits, competitor reviews, data-informed design
	Web	Webflow (CMS, interactions), HTML, CSS, JavaScript, Next.js, Lottie, canvas and WebGL for live UI
	Brand	Logos, mascots, brand films, illustration
	Tools	Figma (expert), Webflow, Mintlify, Microsoft Clarity, Adobe Creative Suite, AI tools and MCP
Education	Albania	Geoinformatics Engineering
	Languages	Albanian (native), English