

Dunja Popovs

Design leader | Senior Design Manager | Complex platforms, design strategy, and building design practices

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Senior design manager with 10+ years across Canva, IKEA, Just Eat, Booking.com, and Freelancer.com, leading design teams and strategy for complex, multi-user platforms. At Canva, led a team of 9 across five product areas, set design strategy and quality for products reaching 20M monthly active users, and wrote the role profiles for the entire product design specialty. Evidence-led, committed to accessible and inclusive design, and experienced in influencing senior stakeholders across product, engineering, and localisation.

Employment history

Senior Design Manager and Content Design Lead at Canva, Sydney

AI, Growth, Business & Education, Design Experience, and Content & Discovery

Oct 2023 — Nov 2026 · Official title: Supergroup & Squad Content Design Lead

- Led a team of 9 Principal, Lead, Senior, and Core Content Designers across five product areas, owning hiring, performance, career growth, and the quality of work shipped, and set the design strategy for each area, including AI launches that reached over 200 million users.
- Acted as hands-on design lead for the Business, Education, and B2B products, responsible for AU$300M ARR and 20M monthly active users, including all Admin surfaces, education flows, and Team Spaces, a digital asset management (DAM) tool for business users.
- Strategically led Design Experience, including the Editor System: the shared foundation for Canva's core editing surfaces on desktop and mobile. Used usage data, support feedback, and usability testing to find where complexity had built up, and applied shared product principles to proposals that simplify the header, menus, publishing, and page management.
- Worked on creation flows and the visual system for Home: hypothesis-led proposals to remove steps between a person's intent and the editor, and a scalable icon system for the full range of design types.
- Authored the role profiles for the entire product design specialty, covering content design, product design, design research, and creative technology, defining expectations and career paths across all IC and manager levels, in active use across Canva since October 2026.
- Mapped the workflow and AI tooling opportunities for the product design and content design specialties across code contributions, quality checks, localisation, and copy experimentation, to remove handoffs, duplication, and manual effort, and upskilled colleagues in AI tooling and content engineering.
- Built the foundations of an experimentation practice with engineering and localisation partners, running over 140 A/B tests that generated an average of AU$18M in profit per year.

Lead Experience Content Designer at IKEA, Amsterdam

Jan 2022 — Oct 2023

- Contributed to the global growth of IKEA's UX department through recruitment, onboarding, and mentorship.
- Established a scaled roadmap for language, content, voice and tone, and content strategy across internal and external spaces to ensure a cohesive and user-centred experience.
- Drove vision for product and content across various products and subject-matter domains, ensuring cohesive product narratives by documenting strategies with guidelines and best practices.

Lead Content Designer at Just Eat, Amsterdam

2020 — 2022 · Promoted from Senior Content Designer

- Partnered with design and product leaders to conduct reviews, define priorities, and engage cross-functional stakeholders.
- Led the localisation and translation strategy, including the creation of APIs and tools.
- Proposed, planned, and led cross-functional workshops and presentations.
- Hired, coached, and mentored the design team, creating an efficient environment for them to learn and grow.
- Used metrics (e.g., A/B testing) and research to identify strategic opportunities and validate work, shaping end-to-end experiences from prototype to live.

UX Writer at Booking.com, Amsterdam

2018 — 2020

- Wrote and defined best practices for travel inclusivity and accessibility (e.g., l10n, a11y) to reach worldwide users.
- Used qualitative and quantitative data, as well as key business metrics, to measure impact and turn those insights into new iterations.
- Coordinated with internal and external translators to ensure a consistent experience across 21+ markets.

Head of Content and UX at Freelancer.com, Sydney

2016 — 2018

- Led a team of 25+ freelancers to execute both the content design and content marketing strategy for the company.
- Designed human-centred solutions using language that scaled across all markets and locales.
- Created a UX roadmap that went on to serve over 50 million users.

Earlier career

Senior Creative Copywriter, Collabrium, Sydney 2016 — 2017

Program Manager, Samsung, Sydney 2015 — 2016

Marketing Manager, Wiley, Oxford 2013 — 2015

Specialist, Apple, Sydney 2010 — 2013

Education

Master of Studies (Writing), University of Oxford

2013 — 2015

BA (Honours) in Writing, University of Technology Sydney

2012 · Graduated with First Class Honours

BA in Communications, University of Technology Sydney

2009 — 2011 · Graduated with a High Distinction average

Skills

Design management	Team leadership, hiring and mentoring, role profiles and career frameworks, design strategy and quality, senior stakeholder influence, cross-functional workshops
Design practice	Journey and workflow mapping, systems thinking, evidence-based design (usage data, usability testing, A/B testing), accessibility and inclusive design, content strategy and governance, localisation strategy

- **Claude**
- **Codex**
- **Cursor**
- **ChatGPT**
- **Conversational design & prompting**
- **Figma**
- **Jira**
- **Confluence**
- **Lokalise**
- **Evals**
- **Lovable**
- **HTML**

Languages

- **English** Native speaker
- **Serbo-Croatian** Native speaker
- **Dutch** B2
- **German** B1