

LINKS	Portfolio , Instagram , LinkedIn , Telegram channel: @zvilnitasystemta
PROFILE	Product designer with 7 years in fintech, crypto and Web3, designing trading platforms, wallets and payments where people trust an interface with their money. I start by finding where users get lost and why, through interviews, usability tests and Hotjar, then fix those steps: cut drop-off at a key trading step 10x at CVEX and took a DEX to launch with 30,000+ trades in its first month. I lead and mentor designers and use AI-assisted workflows to ship faster while keeping research in the loop. Domains: Crypto trading (DEX, futures, options) · Wallets · Payments · Web3 · B2B SaaS Product types: Trading terminals · Web apps · Mobile apps (iOS, Android) · Design systems
EMPLOYMENT HISTORY	
Nov 2024 – Apr 2026	<u>Lead Product Designer · EXTRA WALLET (part-time)</u> - Designed the product end to end, from concept to closed beta in 13 months: 500+ screens across web and offline apps, 5 breakpoints, light and dark themes. The beta reached 2,000+ users in its first months (company data). - Built the design system from scratch: 30+ components with size and state variants in both themes. - Facilitated 5 scoping workshops with developers to align launch priorities and unblock stalled flow decisions. - Cut design iteration time by 50%+ with an AI-assisted workflow (Claude, Cursor, custom Figma skill) for component updates and responsive adaptation.
Dec 2025 – Apr 2026	<u>Lead Product Designer & UX Researcher · Extra Safe</u> - Validated an unclear feature set: ran 12 moderated usability sessions across 7 core tasks to define which features to keep, improve or drop. - Translated findings into product positioning, a target audience and 5 prioritized proposals; the founder accepted all five. - Led 2 designers across research and marketing creatives.
Jul 2024 – May 2025	<u>Senior Product Designer · CVEX (Tacans Group)</u> - Cut drop-off at order placement 10x (from ~20% to ~2% of traders, Hotjar) by redesigning the step. - Led a UX audit of the Pro trading terminal that surfaced 25+ issues, including a missing liquidation-price check before orders; redesigned 15+ of them and shipped the priority fixes. - Built the design system from a basic UI kit: 50+ components with 1,100+ variants for the Pro and Simple trading terminals in light and dark themes; rebuilt 150+ Pro screens on it. - Designed options trading from scratch, expanding the platform beyond futures.
Nov 2021 – Jan 2024	<u>Lead Product Designer · bitoftrade</u> - Took the platform from discovery to launch in spring 2022; it processed 30,000+ trades in its first month. - Recovered 2,000+ users (20% of first-month traffic) lost at wallet connection by redesigning the flow after launch. - Ran 20+ in-depth interviews with traders that set the roadmap: cross-chain swaps, leverage trading, fiat on-ramp. - Designed 4 standalone products beyond the core DEX (Swap and payment widgets, NFT listings, Markets) on a design system I built. - Mentored 2 designers on marketing content and landing pages.
EARLIER EXPERIENCE	
Nov 2020 – Nov 2021	<u>UI/UX Designer · Freelance</u> Fintech, SaaS and mobile products, including YumlyGo, a food delivery app in the UAE: market research, usability testing and UI.
Aug 2020 – Nov 2020	<u>Product Designer · Humbleteam</u> Gradual, an AI sales-learning MVP: user interviews, usability testing and MVP scope.
Oct 2019 – Jul 2020	<u>UI/UX Designer · Phenomenon Studio</u> SalesQL, a B2B SaaS for extracting contact data from LinkedIn: research and UI.
Apr 2019 – Sep 2019	<u>UI/UX Designer · Puls Software, Art of Energy</u>

AI-BUILT PROJECTS

3 days

- Lumi** · [lumil.vercel.app](#)
- Voice mood journal: AI analyzes voice notes through an emotion framework I designed and summarizes the day.

One evening

- LearnUp** · [learnup-khaki.vercel.app](#)
- Vocabulary trainer that syncs words from a Notion database into quizzes.

SKILLS & TOOLS

Product design	Wireframing	Figma
UX research	Prototyping	FigJam
UX audits	Jira	Hotjar
Design systems	FigmaMake	Google Ads
Workshop facilitation	Claude	Cursor
Mentoring	Mobile Apps	Codex
VibeCoding	ChatGPT	Flora AI
Vercel	Notion	

EDUCATION

Aug 2015 – Jun 2019 B.A. in Advertising and Public Relations, Simon Kuznets Kharkiv National University of Economics

LANGUAGES

Ukrainian	Native
English	B2