Anna Leshko, Product Designer & Design Engineer

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LINKS

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PROFILE

Product designer with 7 years in fintech, crypto and Web3: trading platforms, crypto wallets and payments for web and mobile. I find where people get lost through interviews, usability tests and Hotjar, then redesign those steps: I cut drop-off at order placement 10x at CVEX and led design of a DEX to 30,000+ trades in its first month. I think like a researcher and build like an engineer: I design and launch working apps myself.

EMPLOYMENT HISTORY

Jun 2026 – Present

Product Designer & Design Engineer · Freelance

- Design and build working apps that solve a specific problem for a person or a business, from the first conversation to launch: sign-in, database, payments, notifications, AI features, and data from Notion or spreadsheets.
- Launched 3+ working apps: annaleshko.com/apps

Nov 2024 – Apr 2026

Lead Product Designer · EXTRA WALLET (part-time)

Non-custodial multichain crypto wallet with a built-in dApp store. Sole designer, working with 8 developers.

- 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%+ (timed before and after) with an AI-assisted workflow (Claude, Cursor, a custom Figma skill) for component updates and responsive adaptation.

Dec 2025 – Apr 2026

Lead Product Designer & UX Researcher · Extra Safe

Encrypted chat app with a built-in stablecoin wallet, live on the App Store and Google Play.

- 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

Senior Product Designer · CVEX (Tacans Group)

Decentralized futures and options exchange for crypto and commodities, 10,000+ monthly users. Design team of 3, 10+ developers.

- 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 as the platform's first product beyond futures.

Nov 2021 – Jan 2024

Lead Product Designer · bitoftrade

Decentralized multi-chain trading platform (DEX). Worked directly with the founding team.

- Led product design from discovery to launch in spring 2022; the platform processed 30,000+ trades in its first month (company report).
- Recovered 2,000+ users (20% of first-month traffic) lost at wallet connection by redesigning the flow after launch (Hotjar, Google Ads).
- 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

UI/UX Designer · Freelance

- Fintech, SaaS and mobile products, including YumlyGo, a food delivery app in the UAE (iOS), and Medibee, a telehealth app in India (iOS, Android). For YumlyGo, I proposed a dish-first concept and tested it with 10 people; the app launched in the UAE.

EARLIER EXPERIENCE

Aug 2020 – Nov 2020 — **Product Designer** · Humbleteam

- Gradual, an AI sales-learning MVP: user interviews, usability testing and MVP scope.

Oct 2019 – Jul 2020 — **UI/UX Designer** · Phenomenon Studio

- SalesQL, a B2B SaaS for extracting contact data from LinkedIn: research and UI redesign; the redesign launched.

Apr 2019 – Sep 2019 — **UI/UX Designer** · Puls Software, Art of Energy

TOOLS

Figma, FigJam, Figma Make, Hotjar, Google Ads, Claude, ChatGPT, Cursor, Codex, Flora AI, Supabase, GitHub, Vercel, Notion, Jira

VOLUNTEER

Veterans Corps of Zakarpattia — I build small apps the team uses, help organize events and support the team on the ground.

EDUCATION

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

LANGUAGES

Ukrainian — Native

English — B2