

Yuliya Lizunova

Product Designer

Based in Warsaw, Poland

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SUMMARY

Product Designer with **6+ years of experience** across fintech, SaaS, and agency-based projects, specializing in visual and interaction design. Played a key role in VistaCreate's growth, contributing to an increase in user numbers from **7 million to 15 million** during tenure. Experienced in building products **from 0→1** as well as scaling design systems for teams with thousands of users. Skilled in usability testing, interactive prototyping, and cross-functional collaboration with product, engineering, and business stakeholders.

EXPERIENCE

Confidential Fintech Company, Product Designer /Warsaw, Poland

October 2025 – Present

- Contributed to the 0→1 design of two fintech products: an internal platform for backend, analytics, and support teams, and a merchant-facing portal for payins, payouts, reporting, and account management.
- Introduced a code-first design workflow using Claude Code and Claude Design, moving one internal product from Figma-based design to designing, prototyping, and iterating directly in code with a design system.
- Worked collaboratively with product, engineering, and business teams to define information architecture, user flows, and UI systems throughout a 3 months build cycle.
- Helped translate complex fintech requirements into scalable, intuitive product experiences, balancing business needs, technical constraints, and user needs.
- Established and evolved foundational design patterns and component libraries to support consistency and efficient iteration across the products.
- Following the launch, focus primarily on the merchant portal, driving ongoing product improvements and designing new features and experiences.

Noda, Product Designer /Warsaw, Poland

September 2024 – October 2025

- Explored new product opportunities through market research, user research, and early-stage product discovery.
- Researched and developed an initial concept for a cross-border transfers product focused on the Brazilian market.
- Translated research findings and business requirements into product concepts, user journeys, and early UX directions for an unlaunched product.
- Explored and designed a concept for a streaming platform, taking the product from early research and ideation through UX and visual design.
- Worked as part of the R&D team, exploring and validating new product ideas and shaping product direction before development.

VistaCreate, Product Designer /Warsaw, Poland

May 2023 – May 2024

- Conducted unmoderated usability tests to verify design solutions and created detailed interactive prototypes to test design concepts.
- Designed visually appealing and functional user interfaces.
- Led the design of the QR code generator feature for the website, from initial concept through to implementation.
- Worked closely with product managers, developers, and other designers to align design solutions with business objectives and technical constraints.

VistaCreate, Marketing designer /Warsaw, Poland

November 2021 – May 2023

- Designed and maintained consistency of landing pages, optimizing them for various devices and platforms to enhance user experience.
- Led the design of emails for a base of 5M users, enhancing visual appeal and user engagement.
- Created promotional materials for social media and ASO.
- Contributed to seasonal sales campaigns, each achieving a 10% increase in monthly revenue.

UIGiants, UX/UI Designer /Kyiv, Ukraine

August 2020 – October 2021

- Designed and redesigned websites for businesses across medicine, data services, aesthetic practice, construction, travel, design, customer support, marketing, and tech.
- Created branding for businesses, including brand guidelines, icon sets, and landing pages.

Skykillers, UX/UI Designer /Kyiv, Ukraine

August 2019 – October 2019

- Redesigned the transactions section of the Glusco mobile app and the website for a medicinal preparation from a Ukrainian pharmaceutical company.

Nyblecraft, UX/UI Designer /Minsk, Belarus

November 2018 – August 2019

- Redesigned a mobile billing application, improving the user experience, navigation, and visual design across key user flows.

EDUCATION

Figma — Building your first component with AI

July 2026

Design Tokens Mastery

March 2025

Projector Institute — Product Design

May 2023 – September 2023

Projector Institute — Mobile Interface Advances

August 2022 – October 2022

Belarusian State University of Informatics and Radioelectronics

September 2015 – June 2019

SKILLS

Design & Craft

Product Design
Visual Design
Interaction Design
Design Systems
Prototyping
Design Thinking
Usability Testing

Product & Process

User Research & Analysis
Fintech Products
0→1 Product Design
Web Responsive Design
Branding & Visual Identity
Collaboration & Communication
Stakeholder Alignment

Tools

Figma
Claude Code (Ai Design & Prototyping)
Claude Design
UserTesting

LANGUAGES

English — B2
Polish — B1