

# Yuliya Vetkina

## Product Designer

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I'm a Product designer with over 4 years of experience in different fintech products. I strive to create simple, user-oriented interfaces relevant to business goals. I'm based in Portugal.

## Experience

### 2025 april – now

Middle Product Designer at We Are Volt

Joined a fast-growing team in April 2025. Unfortunately, the company plans to lay off approximately 70% of the staff due to an upcoming major restructuring by the end of June.

I work with a product for the Venture investment market (super app with complex processes and AI).

#### Responsibilities:

- Designing and enhancing existing features by integrating AI-powered functionality
- Creating responsive designs for mobile and cross-platform compatibility
- Maintaining and improving the design system
- Collaborating closely with cross-functional teams
- Enhancing product features

### 2022 august – 2025 april (2 yrs 9 mos)

Middle Product Designer at Most Finance

**Work on 4 projects:** Lynx Digital (mobile app for buying crypto), Must (crypto broker mobile app), Cardlist (web service), WeWallet (crypto&prepaid card mobile app)

#### Responsibilities:

- Communication with stakeholders and developers
- Designing CJM and User Flows
- Creating UI-kits and Design System
- Designing mobile apps and websites
- Creating websites on no-code services (Tilda, Wix)
- Prototyping
- UX testing (hypothesis formation and testing)
- Design review on the prod app's version

### 2021 march – 22 august (1 yr 6 mos)

Freelance: UX/UI design, web sites & landings design

### 2014-21 (7 yrs)

Worked as a marketer and PR in-house and in agencies

## Skills

- Communicate constantly with business and stakeholders
- Build CJM and User flow
- UX testing (hypothesis formation and testing)
- Development of UI-kit and Design system
- Create design and an animated functional prototype
- Communicate with developers and set tasks based on the results of the design review

## Strengths

- Systematic approach
- Deep dive into the project and view the whole product
- Attention to details
- Fast learning
- Ability to set tasks and organize the work of the team
- Self-motivation and ownership of results

## Tools

- Figma
- Adobe (Ps, Ai, Id, Ae)
- Jira, Trello, Fibery
- Notion, Miro
- Midjourney, ChatGPT, Perplexity, Framer, Recraft
- Wix, Tilda, Shopify

## Education

2024

Bang Bang Education, Design Systems

2023

Coursera Foundations of User Experience (UX) Design

2021-22

Bang Bang Education, UX/UI Digital Product Design Course

2019-21

Institute of Business and Design, profile «Graphic Design»

2017-19

RSUH, Advertising and PR. Master Degree

2013-17

MGUP, Advertising and PR. Bachelor Degree