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Sofia Zaitseva

Senior Product Designer | B2B, B2C, SaaS

<u>LinkedIn</u>   <u>Dribbble</u>

Summary

In 7 years of working as a Product Designer, I've taken full ownership of design work across different products. I have experience designing new features, improving existing solutions, building products from scratch, and working with design systems. I'm known for being highly structured, autonomous, and actively valuing feedback as a key driver for continuous growth. I naturally take a multi-perspective view in my everyday decision-making and carry this approach into my work, considering user, business, product, and engineering needs.

Experience

Product Designer, Tangiblee

AR Virtual Try-On for e-commerce retailers (B2B SaaS)

Apr 2025 – Jan 2026 · Short-term contract

- Rebuilt the product customization flow to simplify multi-item purchases, reduce drop-off, and support upsell.
- Improved a core AR try-on flow: increased completion and reduced failure rates at key steps through iterative testing.
- Owned the end-to-end design of a new interactive builder (concept → multiple iterations), improving completion and engagement through usability testing and retailer feedback.
- Improved speed and efficiency across design, product, and engineering by migrating the full design workflow from Adobe to Figma and building a consistent design system + layout architecture with scalable, reusable components; enabled faster AI-assisted UX concept exploration using ready-to-use design templates.

Product Designer, Mobilo Card

Digital business cards product (B2B & B2C SaaS)

Jul 2023 – Oct 2024

- Rebuilt admin platform to be scalable for enterprise teams by adapting the experience for high-volume workflows, enabling self-serve for recurring operations previously handled by customer support. This resulted in 35% fewer support tickets and higher satisfaction during enterprise onboarding and training.
- Owned the end-to-end redesign of the core web dashboard and mobile app, rebuilding the information architecture, key UX flows, and UI to improve usability and efficiency across B2B/B2C use cases.
- Improved mobile adoption by bringing previously desktop-only capabilities to the app, enabling key actions on mobile and reducing everyday friction.
- Redesigned the end-user digital business card experience, improving clarity, visual hierarchy, and aesthetic appeal.
- Sped up design and developer handoff by creating a new UI kit and design system, standardizing UI across the product with reusable Figma components based on brand foundations.

Senior Product Designer, Barvatech

Coworking booking platform (B2B2C SaaS), early-stage startup

Sep 2021 – May 2023

- Built a web and mobile booking platform from concept to MVP, defining the information architecture and core flows for three user groups: members, managers, and owners. Worked closely with the stakeholder shaping the product direction; created the brand language and UI kit from scratch to keep the MVP consistent.
- Led discovery via coworking operator interviews and UX research; managed a junior/Mid-level designer who supported the project and ran additional research to validate pain points and requirements.

Product Designer, Sosivio

Kubernetes predictive troubleshooting platform (B2B SaaS for DevOps)

Apr 2020 – Sep 2021

- Improved usability in a troubleshooting platform by redesigning key flows and interactions across data-heavy tables and dashboards, making navigation more intuitive, increasing efficiency, and reducing friction in everyday use.

Freelance UI/UX Design

Early career work focused on websites and small product MVPs.

2019 – 2021

Hard Skills	User Research	A/B Testing	Usability Testing	Design Systems	Prototyping	Accessibility	Figma

People Skills	Autonomy	Non-defensive	Emotional Intelligence	Consistency

Languages	English (C2)	Russian	Ukrainian