



Sofia Zaitseva

Senior Product Designer | B2B, B2C, SaaS

[Portfolio Website](#) [LinkedIn](#) [Dribbble](#)

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

Autonomy Presentation Skills Emotional Intelligence

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.

Lead Product Designer, Mobilo Card

Full Ownership Autonomy Cross-Team Collab Consistency

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

Full Ownership Mentorship

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

Cross-Team Collab Complexity Management

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

Languages

English (C2) Ukrainian Russian