

Sofia Zaitseva

Senior Product Designer | B2B, B2C, SaaS



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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 to Jan 2026 · Short-term contract

Autonomy

Presentation Skills

Emotional Intelligence

- Owned end-to-end design of Charm Builder, an interactive jewelry configurator launched with PDPAOLA (July 2025), from concept through iterations to production — shaped by usability testing and retailer feedback; platform's PDPAOLA integration publicly reported +7.3% revenue per visitor and +4.5% conversion rate.
- Rebuilt the product customization flow to simplify multi-item purchases, cut checkout drop-off, and unlock upsell.
- Improved a core AR try-on flow, raising completion and cutting failure rates at key steps through iterative usability testing.
- Migrated design workflow from Adobe to Figma and built a scalable design system, speeding handoff across design, product, and engineering and enabling faster AI-assisted UX exploration.

Lead Product Designer, Mobilo Card

Digital business cards product (B2B & B2C SaaS), early-stage startup

Jul 2023 to Oct 2024

Full Ownership

Autonomy

Cross-Team Collab

Consistency

- 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 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), seed-stage startup

Sep 2021 to May 2023

Full Ownership

Mentorship

- 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 to Sep 2021

Cross-Team Collab

Complexity Management

- 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.

Education

Kyiv National University of Technologies and Design (KNUTD) – Management

2019 to 2022 – incomplete (relocated from Ukraine in 2022)

Hard Skills

User Research

A/B Testing

Usability Testing

Design Systems

Prototyping

Accessibility

Figma

Languages

English (C2)

Ukrainian

Russian