HEAD PRODUCT DESIGNER · SENIOR / LEAD PRODUCT DESIGNER

Viktoriia Seliverstova

B2B SaaS · AI products · Fintech & trading · iGaming · Design systems

Remote only · **Available immediately** · Telegram t.me/viktoriia_seliver

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01 Profile

Senior Product Designer and former Design Team Lead with 9 years in product design, available immediately. I design complex products end to end, from discovery and multi-role flows to design systems, handoff and design QA.

My work spans **AI products and B2B SaaS**, **enterprise and operational systems** (logistics, fleet, construction, government), **fintech and trading** and **iGaming**. Products I designed launched in **7 markets**: the US, Germany, the UAE, Ukraine, Kazakhstan, India and East Africa.

02 Core expertise

Product thinking	Discovery, stakeholder and user interviews, UX audits, information architecture, A/B tests, UX metrics (retention, conversion, NPS)
Complex systems	Multi-role flows, dashboards, data-heavy and offline-first UI; web, iOS and Android
Design systems	Variables, tokens, light and dark themes, documentation, WCAG 2.1 AA, handoff to Vue.js, React and SwiftUI
Fintech and iGaming	Trading apps, cashier and P2P payment flows, bonuses and tournaments, acquisition landing pages, regional versions
AI and leadership	Designing AI features; AI-assisted design and QA (Claude, Figma MCP); team leadership, mentoring, design reviews

03 Experience

Head Product Designer (sole designer)
Jan 2025 — Jul 2026
Full-time · Remote

AI meeting assistant (NDA)

Conversation-intelligence platform · web app, design system, marketing website and brand

- Sole product designer: product UI and design system across desktop and mobile browsers, onboarding, marketing website and brand
- Designed the onboarding and activation flows for a major product release (guided mode, templates and presets, mobile onboarding)
- Produced marketing assets end to end: paid-social and review-site banners, website visuals, sales decks, AI video
- Set up an AI-assisted design workflow (Claude agents, Figma MCP) for asset production, design QA and documentation

Senior UX/UI Designer
Oct 2023 — Jan 2025
Part-time · Remote

One Discovery

AI-driven B2B SaaS analytics platform

- Owned end-to-end design for the analytics product, from discovery to delivery and design QA
- Built and maintained the design system: variables, reusable components, light and dark themes
- Designed complex web-app flows, enterprise and pricing pages, integrations and reusable product components
- Introduced design reviews, templates and documentation; validated priorities with usability testing and UX metrics alongside Product, Engineering, Analytics and QA

UX/UI Design Team Lead
Feb 2024 — Nov 2024
Full-time · Remote

Develit AB

Swedish software company · enterprise, logistics, construction and government systems (clients under NDA)

- Led the design team: mentoring, design reviews in the testing phase, pattern documentation, handoff and quality standards
- Ran field research, stakeholder workshops, interviews, journeys and information architecture for multi-role systems
- Designed role-based interfaces, analytics dashboards, offline-first patterns for low-connectivity users and accessible UI
- Worked with Product Owners, Business Analysts, QA and Vue.js / React developers through implementation

40% faster core workflows · **30%** fewer user errors · **90%** adoption without extra training

Selected work: national transport system (East Africa), warehouse management (IWMS), fleet management, equipment rental CRM, construction tool tracking, field enforcement app.

Product Designer
Nov 2023 — Sep 2024
Contract · Remote

Multi-asset trading platform (NDA)

Forex, gold, crypto and other instruments · native iOS and Android apps released on the App Store and Google Play

- Designed UX and UI for the native iOS and Android trading apps and the responsive web trading platform
- Turned product hypotheses into flows with Product Managers; iterated for retention, adoption, NPS and conversion
- Designed acquisition landing pages and marketing sites based on competitive and behaviour research

UX/UI Design Team Lead
Feb 2023 — May 2023
Remote · role ended when the company closed operations in Ukraine

PokerMatch

Poker and casino platform · payments, bonuses, tournaments

- Led a design team while staying hands-on: platform redesign, cashier and P2P payment flows, bonus system and tournaments
- Built a responsive design system for regional sites, poker and casino products and acquisition landing pages
- Led the redesign of the main and Ukrainian versions and launched the Kazakhstan version
- Delivered game landing pages (Aviator, JetX, Poker Land) for Ukraine and India across 18 responsive breakpoints

3× faster transaction completion · **87%** registration completion without assistance · **42%** fewer support tickets · 2 regional launches

Senior UX/UI Designer
May 2022 — Feb 2023
Contract · Remote

OOKA Technologies

Connected consumer devices · design system and multi-market e-commerce

- Built a unified design system with 400+ documented components, variables and usage guidance
- Designed the e-commerce experience and adapted it for the US, Germany and UAE without losing brand consistency
- Delivered accessibility to WCAG 2.1 AA across all three markets; supported developers through implementation

87% component reuse across markets · **3×** faster feature delivery with the design system · WCAG 2.1 AA in all markets

UX/UI and Graphic Designer
Dec 2019 — Feb 2023
Full-time

Techstack

Software company · SaaS for hospitality, HR-tech, healthcare and media

- Designed web and mobile SaaS: delivery and pick-up platform (SwiftServe), digital menus (DineDigital), job board, two digital-health products, media platform
- Designed the internal HR platform and public career portal (Aug 2021 — May 2022): recruiter admin and candidate flows
- Built style guides, component libraries and the company visual identity; redesigned the corporate website

SwiftServe: **3×** faster order processing, **+200%** engagement · HR platform: **40%** faster applications, **31%** less admin work · Job board MVP helped the client raise **$2M** · corporate site: **2.5×** more qualified leads

Earlier experience
Jun 2017 — Nov 2022

Freelance and design studio

- **US hospitality-tech company (NDA), Jun 2020 — Mar 2021:** mobile app and web platform for guest service and staff operations, usability testing, brand identity
- **Freelance, Nov 2021 — Nov 2022:** educational app on brutalist architecture, e-commerce and pre-order sites, iOS icon set, illustration series
- **Design studio, Jun 2017 — Nov 2019:** UI for web and mobile apps, landing pages, brand identities, print and digital assets

04 Independent product work

3 iOS apps	Gamut (Instagram feed colour planner), Togo (dog-care family tracker), Timer (countdown with widgets). Designed and built solo in SwiftUI with AI coding tools, 4 languages; submitted for App Store review.
AI workflow	Own Claude agents for design QA (Apple HIG, accessibility), code-to-Figma sync via MCP and marketing assets.

05 Skills and tools

Design and AI	Figma (variables, prototyping), ProtoPie, Spline, Adobe CC · Claude Code, Cursor, Figma AI and MCP, Midjourney, Stable Diffusion
Research and code	Hotjar, Google Analytics, Maze, A/B tests · SwiftUI, Vue.js and React (working knowledge) · Jira, Confluence, Notion, Miro
Languages	English C2 · French B1 · Ukrainian native

06 Education and community

ECV — École de Communication Visuelle	Professional Certificates in Web Design (2022–2023) and Graphic Design (2023–2024)
ESDAC	Product Design · 2022–2024
Karazin Kharkiv National University	Bachelor's degree · 2016–2020 · Projector Institute: Product Designer (2022), UX Designer (2021)
Community	Jury, Orpetron Web Design Awards · iOS icon set on Behance (282 appreciations) · volunteer UX/UI instructor