

# Anastasiya Rubanova

Product Designer

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Warsaw, Poland · open to full-time

Product designer with 5+ years in design, 4 of them in fintech and Web3. Currently the **sole designer on a fintech app** — product, design system and handoff in parallel, a scope that used to take two designers. I build systems a team can run without me, and I design every state rather than the happy path.

## EXPERIENCE

Aug 2024 — now  
Warsaw, Poland

### Product Designer

Fintech app · client under NDA

**Sole designer** on a Telegram mini-app and web app: trading, stocks, wallets, cards, deposits and reward mechanics in one product.

- Led a full redesign and rebuilt the product on a design system — token architecture in three tiers, **148 variables**, **~50 components**, a **1,364-icon** set — so a new screen is assembled in hours instead of drawn in days.
- Made accessibility a step in the process rather than a final check: destructive-state contrast raised from **2.65:1** to **6.51:1**, and every state designed — zero balance, restricted country, expired session, failed payment.
- Built handoff the front-end reads directly, with review notes and freeze rules. The test came by accident: three weeks away from the desk, and the team shipped **two major flows** without me.
- Designed an interruptible card-issuing flow with KYC and deposit waiting states, and supported marketing with **15 campaign creatives** across five audience segments.
- Use AI as a co-executor for volume work: audits across hundreds of variables, generated variants, working prototypes.

2022 — 2024  
Montenegro

### Product Designer

StormGain & XCOEX

Four generations of a crypto product across web and mobile, with UI kits for both platforms. Contributed to user base growth of up to 21%.

- **Sole designer** on the full token sale: sale stages, vesting with staged unlocks, geo-restrictions by IP, identity checks before a first withdrawal — compliance designed into the flow, not bolted onto it.
- **Sole designer** on the XCOEX website, everything except the logo: a component library where every element exists in desktop, tablet and mobile, and forms with every state, down to password-strength rules.
- A predict-and-win mechanic tied to the mining balance, and **~30 campaign landings** briefed by conversion rather than by looks.
- Improved both design systems and migrated XCOEX from Sketch to Figma.

2021 – 2022  
Warsaw, Poland

UI/UX Designer

Jinx design studio

- Fitness app — user base grew **12%**. HR agency website redesigned end to end — visits grew **18%** after launch.
- Extended design systems with new components, variants and icons; designed payments, account and notifications.

2021 – 2022  
Montenegro

UI/UX Designer · Freelance

- **8+** competitor analyses, and a mobile app taken from first interview to **20+** final screens; creatives for a crypto website — visits grew **10%**.

2015 – 2020  
Belarus

Sales, then Customer Service Team Lead

A1 (Telekom Austria Group) · Potatocommerce LP

- Five years talking to people at the moment something had gone wrong — where the interest in edge cases comes from. Returns down **23%**, placed orders up **35%**.

SKILLS

|                |                                                                                                                                |
|----------------|--------------------------------------------------------------------------------------------------------------------------------|
| DESIGN SYSTEMS | Token architecture, component libraries, naming and behaviour conventions, documentation, versioning, Sketch → Figma migration |
| ACCESSIBILITY  | WCAG contrast, full state coverage, focus and keyboard paths                                                                   |
| HANDOFF        | Front-end-readable specs, review culture, freeze rules                                                                         |
| PRODUCT        | User flows, edge-case coverage, competitor analysis, wireframing, prototyping                                                  |
| MARKETING & AI | Campaign landings, audience segmentation, compliance-aware visuals; bulk audits and variant generation with AI                 |
| TOOLS          | Figma (variables, components, prototyping), FigJam, Miro                                                                       |

EDUCATION

**Bachelor, Finance** — Belarusian-Russian University  
**UI&UX design** — Practicum USA  
**Product design for mobile services** — UPROCK, 2022  
**UX research & usability testing** — Interaction Design Foundation

LANGUAGES

**Russian** — native  
**English** — fluent · FCE Cambridge  
**Polish** — elementary  
**Serbian** — elementary