



# Sofia Zaitseva

Product + UI + UX Designer

[Portfolio Site](#)

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## Experience

### Lead Product Designer — [Mobilo Card](#)

📅 2023 – 2024

FinTech (Digital Business Cards for B2B and B2C markets)

- Enhanced the ordering system, resulting in a **20% increase** in enterprise Net Dollar Retention and a **35% reduction in customer support tickets**.
- Led **redesign of app, desktop, and platform** to improve UX/UI and performance.
- Supported corporate clients with scalable solutions for **larger enterprises**.
- Built **unified design system**, enhancing brand consistency.
- Simplified user training with intuitive interface design.
- Overcame technical challenges using Figma for modern solutions.

### Senior Product Designer — [Placemate](#)

📅 2021–2023

TravelTech & Mobility (Coworking space platform)

- Built web and mobile experiences to integrate coworking spaces with users **from zero**.
- Built **dashboards for managing bookings, tracking, employees, and payments**, accommodating the needs of **three user types**: individuals, coworking spaces, and corporate clients.

### Product Designer — [Sosivio](#)

📅 2020–2021

SaaS (Software Development and Testing)

- **Redesigned** the platform to optimize development and testing workflows.
- Developed **new widgets** and features to enhance product efficiency.
- Built a **unified visual design**, improving navigation and user interactions.

## Skills

English (Fluent)  
 Ukrainian (Native)  
 Russian (Native)  
 Lithianian (Non.)

**Hard Skills:** Figma · User Research · User Interviews · Competitive Analysis · User Journeys · Information Architecture · User Flows · Site Maps · Interaction Design · User-centered design · Usability Testing · A/B Testing · Typography · Low/High Fidelity Mockups · Prototyping · Design Systems  
 Complex Systems for 1-1000 Users

**People skills:** Adaptability · Flexibility · Proactive Problem-Solving · Resilience · Independent Project Management · Self-driven · Emotional Intelligence · Team Collaboration · Communication & Presentation skills

## Career objective

\* open to exploration

Designing **apps, dashboards** across industries like FinTech, SaaS, HealthTech, B2B Solutions, Social Media, Productivity Tools, Wellness, and TravelTech. Building projects from scratch and redesigning products, open to other fields.

## References

Sofia had been essential to providing us with inspiration while offering practical but good looking designs. It was great working with her and recommend if you are looking for a fresh designer with product experience in mind.

Pieter Limburg, Founder&CEO of Mobilo Card

More on [LinkedIn](#) or upon request

## Ask me about

- Jazz, art, and how I channel them into self-expression. 🎷
- My passion for continuous learning that drives my growth in both life and design.