Svitlana Sauliak

Senior Product Designer (UX/UI) · iGaming · FinTech · Forex · Crypto

Wrocław, Poland (CET) · Hybrid or remote · Open to full-time and contract roles

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Profile

Product designer with 10+ years in digital and 3 years in iGaming. I design the flows where the money is made — registration, bonuses, payments and deposits — and judge my work by product metrics, not by screens shipped. I take a task from hypothesis to A/B test to post-release review, across web, mobile web and native apps, and use AI to research and iterate faster.

What I bring

- **Revenue-critical flows.** Registration, bonus funnel, payment frame and deposit — designed for conversion and trust.
- **Data-informed decisions.** I prepare variants for A/B tests and review the results with analytics, so the product ships what actually works.
- **Design systems.** Built the MVP design system and app UI kit the design team works in today.
- **International products.** Flows localised for markets in Asia, Africa, MENA and LatAm, across two brands.
- **Team growth.** Mentored a new designer to independent work and brought designers into A/B testing and product metrics.

Current work is under NDA — detailed results and live Figma files are available on a call.

Experience

Product Designer · iGaming holding (NDA) · 2023 — present

- Own core revenue flows — registration, bonus selection, payment frame, deposit — for web, mobile web and iOS/Android apps.
- Designed variants for A/B tests on deposit entry points, bonus cards and in-coupon promotions, and reviewed the results with product and analytics.

- Launched new product areas: a prediction-markets MVP, promo showcase, referral programme and bet-result emails.
- Adapted the product for new markets and a second brand, including localisation and ambassador campaigns.
- Built the MVP design system and app UI kit now used by the whole design team.
- Partner with product managers, analysts and engineers from hypothesis to post-release design review.

UX/UI Designer · Global Marketing Group · Forex · 2020 — 2023

- Designed 3 B2C trading products end to end: CJM, user flows, responsive UI, interactive prototypes.
- Built brands from scratch — naming, identity, visual direction — and motion in After Effects.

UX/UI Designer · Decasoft · Crypto · 2018 — 2020

- Designed a crypto exchange and user dashboard: personas, flows, responsive web UI, landing pages.
- Supported front-end implementation; created identities, illustrations and animation.

UX/UI & Graphic Designer · Agency / Freelance · 2014 — 2018

Websites, dashboards, payment pages, mobile apps and branding.

Skills

- **Product & UX:** user flows, CJM, information architecture, wireframes, prototyping, A/B test design, metrics-driven iteration
- **UI:** design systems, UI kits, responsive web, iOS/Android
- **Visual:** branding, icons, motion, micro-interactions
- **Tools:** Figma, Photoshop, Illustrator, After Effects, HTML/CSS, WordPress
- **AI:** ChatGPT, Claude, Magnific — research, copy, visuals, faster iterations

Education

Product Expedition, 2026 · Product Design — Projector, 2022 · UX Design — Skillbox, 2020 · UX Design Basics — Projector, 2017

Top-10 finalist, Free TON Brand Communication Contest, 2020

Languages

Ukrainian — native · Russian — fluent · English — intermediate