

Kseniia Trigub

Product Designer

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SUMMARY: Product Designer with 6+ years in fintech and digital products (B2B/B2C). I design core flows — card issuing, KYC, transactions, payments — where every screen affects revenue, decline rates, and regulatory compliance. Took products from MVP to scale (revenue x9, card issuance x5 at [VALUT.NET](#)). Comfortable in regulated, high-uncertainty environments where business goals, user trust, and compliance constraints have to align.

SKILLS: End-to-end product design | Cross-functional collaboration | Design systems (ownership / contribution) | User research / discovery / usability testing | Data-informed / metric-driven design | Figma | Prototyping | Stakeholder management | A/B testing | Information architecture | KYC | compliance | Card issuing / card programs | Regulated environment | Trust & security UX | Onboarding flows | Transaction flows | regulatory constraints | AI tools

LANGUAGES: Russian (native), English (advanced), Turkish (pre-intermediate)

PROFESSIONAL EXPERIENCE

VALUT.NET (2024 – present)

Worldwide

Whitelabel platform for virtual cards issuance worldwide. Digital wallet with crypto and fiat, crypto payment processing

Product Designer

- Owned design for core card issuing, transactions, top-up flows for a B2B/B2C payment web-platform, supporting MVP-to-scale growth: **revenue x9, card issuance x5**
- Created access management for partner organizations, enabling team scaling without compliance or control loss
- Shaped card/BIN selection logic to improve payment success rates, later turning it into an API-based product capability for partners
- Redesigned UX around transaction decline rate, surfacing a critical business metric to users and reducing support load
- Used AI tools to speed up design work, including structuring requirements, mapping edge cases, analyzing complex scenarios, and preparing clearer documentation for product and engineering teams
- Worked closely with product, engineering, analytics, marketing, and support teams to deliver solutions under compliance, risk, and technical constraints typical for regulated payment environments
- Built and maintained a lightweight design system for the web platform, including reusable components, states, interaction patterns, and design tokens.

QPlus (QIWI Wallet) (2023 – 2024)

Moscow, Russia, remote

A consumer digital wallet for everyday payments, transfers, mobile top-ups, utilities, and service payments across Russia and Kazakhstan, with 3.5M+ monthly transactions.

Product Designer

- Designed end-to-end flows across web, iOS, and Android for payments, engagement, retention, and regulated scenarios — from research and CJMs to high-fidelity mockups and developer handoff.
- Collaborated with another designer, product, analytics, marketing, and engineering teams on retention and engagement initiatives, translating hypotheses and business goals into user flows, promotional mechanics, and measurable experiments.
- Shipped a gamified payment promo mechanic (prize wheel) that engaged **~60% of authorized users**, lifted **CTR by ~30%**, contributed **+1% revenue**, **achieved 4x ROI**, and increased average transaction value **by up to 2x** in selected segments.
- Drove the design of tenge verification and funds-transfer flows under regulatory constraints; communication and landing iterations delivered **20x higher CR** to verification and 92% of all completions
- Shaped prioritized retention hypotheses during a cross-functional discovery sprint after regulatory restrictions, helping the team define a backlog and move **3 initiatives** into delivery.
- Strengthened the QIWI design system by gathering update requirements, migrating parts of the system to Figma variables/tokens, improving consistency across scenarios, and preparing components and states for clearer developer handoff.

Profitime.net (2022 – 2023)

Hamburg, Germany, remote

Early-stage IT startup working on custom digital products and MVPs.

Product Designer

- Refined rough MVP concepts for an early-stage crypto exchange product, improving information architecture, navigation, and interface structure.
- Designed high-fidelity mockups and interactive prototypes for core exchange scenarios.

- Turned early interface drafts into structured, presentation-ready product flows.

Everytale (2021 – 2022)

Delaware, United States, remote

*Virtual events startup with real users and enterprise-level events, offering tools for online event creation, broadcasting, promotion, and participant engagement***Position**

- Introduced usability testing practices, helping validate UX decisions earlier and reduce the risk of ineffective releases.
- Coordinated design work within a team of 4 designers during a leadership transition, supporting process stability and delivery continuity.
- Designed a dynamic live video grid system, reducing dependency on third-party broadcasting tools and contributing to lower operational costs.
- Created user flows, high-fidelity mockups, and prototypes for core virtual event scenarios, including broadcasting, event participation, content access, and user interaction.

Olimp Bet (2020 – 2021)

Moscow, Russia, hybrid

*A large regulated sports betting platform with web and mobile products for online betting across 30+ sports***Position**

- Contributed to two iterations of the OlimpBet mobile Android & iOS app redesign, updating key user flows and the product's visual system.
- Developed a UI kit that helped unify interfaces and speed up the design of new screens.
- Redesigned the user verification flow, making the process clearer, more transparent, and easier to complete, while reducing cognitive load in a sensitive user journey.

EDUCATION

Moscow State University

Moscow, Russia

Bachelor's Degree in Cartography & Geoinformatics (2014 – 2018)

CERTIFICATION/COURSES/LICENSES

UX/Product courses (Yandex Practicum, Ivan Zamesin, etc)**California Institute of the Arts**, UX/UI Design, (2020)**GoPractice**, Product Analytics (2019)