Julia Kryshyna

Senior Product Designer

Warsaw, Poland — Remote or hybrid | B2B or employment | Polish residence permit, no visa sponsorship needed

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SUMMARY

Senior Product Designer with 7 years shipping end-to-end web and mobile products in fintech, crypto, and travel. Owned the design system across Paybis's three core products (100+ components) and uses behavioral data to drive product decisions, including an A/B test that lifted EU sign-up conversion by 18%. Leads features from discovery to release in close partnership with PMs and engineering, and cut QA rounds from 4+ to 1-2 by fixing the handoff process. Mentors junior designers and taught a UX/UI course to 140 students.

SKILLS

Product: Product Discovery, Jobs To Be Done, User Flows, Product Metrics, A/B Testing, Stakeholder Collaboration | Research: User Interviews, Usability Testing, Competitor Analysis | Design: Interaction Design, Information Architecture, Data Visualization, Responsive Web, Native Mobile (iOS, Android), Motion Design | Systems: Design Systems, Design Tokens, Accessibility (WCAG)

TOOLS

Design & Prototyping: Figma (Variables, Dev Mode), Adobe Photoshop, Illustrator, Midjourney | Research & Analytics: Mixpanel, Hotjar | Collaboration: Jira, Miro | AI: Claude (with Figma MCP), Lovable

WORK EXPERIENCE

Product Designer — Paybis (Sep 2025 – Oct 2026)

• Designed and led an A/B test replacing the default US-centric FinCEN trust badge with geo-targeted regulatory badges (MiCA, FINTRAC, VASP) across the sign-up funnel; the MiCA badge for EU users increased total conversion by 18%, validated through Mixpanel.

• Designed 30+ end-to-end MVP flows from zero for Paybis Cards, and led design modernization alongside the Loyalty program, while continuously improving existing app screens.

• Owned and maintained the design system across Paybis's three core products (mobile app, B2B platform, and Member Area) with 100+ components and tokens used by a team of 3 designers, ensuring consistency as the product suite scales.

• Redesigned the B2B platform's design-to-dev workflow — restructuring Figma file architecture and specs — cutting QA rounds from 4+ to 1-2 and giving engineering a predictable release cycle.

• Redesigned the transaction status flow in the on/off-ramp payment widget, replacing loader-and-text screens with a step-by-step checklist so users always know what is happening with their money.

• Used AI daily in the design process: Claude connected to Figma via MCP to explore options and prepare specs, and Lovable to build working prototypes before development.

Product Designer — BookDirect.com (Mar 2024 – Aug 2025)

• Designed BookDirect.com end to end from zero (60+ responsive screens across desktop, tablet, and mobile), taking hotel search, compare, and booking from wireframes to launch in 6 months.

• Built and maintained a Figma design system of 80+ components and tokens — including WCAG-compliant patterns for the hospitality audience — adopted by 5 designers and 6 engineers, cutting new-page design time from days to hours.

• Led design end-to-end as lead designer, mentoring a junior product designer and partnering directly with the development team and client through release.

UI/UX Designer — CompatibL (Dec 2022 – Feb 2024)

• Led discovery for a regulatory risk-and-limits platform, running 15+ interviews with traders and risk analysts plus a 5-product competitor audit, turning findings into data-visualization dashboards.

• Ran 5 rounds of usability testing on interactive prototypes with real users, identifying and resolving 8 critical issues before release.

Product Designer — Plasma Finance (May 2022 – Nov 2022)

• Established the shared design system across both products, and introduced in-app personalization — letting users choose or upload a custom background.

UI/UX Designer — AWTG Ltd (Sep 2020 – May 2022)

• Delivered 10 client products as sole designer, including iOS/Android apps and two responsive marketing sites, owning research, UI, and handoff.

• Designed a responsive charity-sector website letting parents browse and enroll their children in summer camps.

UI/UX Designer — Freelance (Sep 2019 – Aug 2020)

• Delivered 5 client products as sole designer, including responsive sites plus iOS and Android apps.

TEACHING & MENTORING

UI/UX Design Instructor — TeachMeSkills (part-time) (May 2021 – May 2022)

• Taught a year-long UX/UI design course to 140 students across 7 groups, covering research, wireframing, prototyping in Figma, and design systems.

EDUCATION

Bachelor's degree, Biology — Belarusian State University, 2021

Certificate, Digital Product Design — Cidr.design, 2023

User Interface and Experience Design — IT Academy, 2020

LANGUAGES

English — C1, Russian — Native, Polish — A2