Maryna Usenko

Senior Product & UI/UX Designer · Fintech, Banking, B2B SaaS

Remote, international teams · Kyiv time (UTC+2), flexible to the employer's working hours

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Summary

Senior product designer with 10+ years of experience in fintech, payments, banking and B2B SaaS. My background in graphic design adds strong visual craft and brand work on top of UX. I lead design as the lead or sole designer, often inside the client's team without a dedicated manager, from discovery and audits to developer handoff. I build and evolve design systems across connected products and, over the past year, have actively built AI into my work to speed up research, routine tasks and prototyping.

Skills

- **UX and product:** product discovery, stakeholder and user interviews, competitor research, user journeys and personas, information architecture, wireframing, complex workflows, edge cases and error states, usability testing, success metrics, data-informed design
- **Audits and consulting:** heuristic evaluation, UX and accessibility audits, competitor and market analysis, research reports with prioritized recommendations, stakeholder workshops
- **UI and systems:** UI design, typography and grids, design systems, design tokens, atomic design, responsive web, native mobile (iOS, Android), prototyping, interactive prototypes
- **Delivery:** developer handoff, design documentation in Storybook, cross-team collaboration, agile/scrum teams, design reviews and crits
- **Web and AI:** SEO, WCAG accessibility, LLM-friendly structure, AI-assisted development.

Tools

- **Design and motion:** Figma (auto layout, variables, components and variants, design tokens, interactive prototyping, Figma animation), FigJam, Miro, Adobe Illustrator, Jitter, Lottie
- **Research and analytics:** Google Analytics, Firebase, Useberry
- **AI:** ChatGPT, Gemini, Cursor, Claude Code
- **Collaboration:** Jira, Confluence, Notion, Loom
- **Web and delivery:** GitHub, Vercel, Lighthouse

Industries

Fintech, Payments, Banking, Crypto, B2B SaaS, EdTech, E-commerce

Experience

Senior Product & UI/UX Designer — Independent, contracts

Sep 2024 – Present · Remote

- Lead design as the lead or sole designer on fintech and merchant products, including a native iOS and Android apps.
- Owned client's design end to end: an internal app, the corporate website and brand positioning, with templates for ads, social media and presentations.
- Work without a dedicated manager as part of the client's team, owning my own scope, priorities and deadlines.
- Build and evolve design systems: shared components, tokens and UX rules across connected products.
- Use AI across the workflow to speed up routine work and discovery, draft PRDs and map edge cases with LLMs, and build no-Figma prototypes with AI coding tools.

Senior UI/UX Designer — Geniusee, full-time

Mar 2022 – Aug 2024 · Remote

- Led design and research for an EdTech product: a new suite of services on the web platform and its mobile app.
- Designed an MVP for a financial SaaS company, from discovery to a product ready for development.
- Worked with the client's team on requirements and design reviews, and kept close alignment with our developers and business analysts through delivery.

Mid-Senior UX Designer — RubyGarage, full-time

Sep 2020 – Mar 2022 · Hybrid

- Designed end-to-end workflows for a complex fintech configuration platform.
- Translated business requirements into clear user flows and interfaces.

UI/UX & Graphic Designer — Upwork, freelance

Jan 2019 – Sep 2020 · Remote

- Earned a Top Rated profile.
- Moved from graphic design into UI/UX, working with an IT agency on digital products.

Graphic & Web Designer — Penguin-team PPC Agency, full-time

Sep 2015 – Dec 2018 · Dnipro, on-site

- Designed desktop and internal applications, the company website and marketing materials.

Languages

Ukrainian - native

English - professional working

Education

Bachelor’s degree, Design

Dnipro Theatre and Art College, 2011 – 2015