

YANA SHESTAKOVA

Product Designer



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Location: Belgrade, Serbia

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6+ years of experience

HealthTech

FinTech

PROFESSIONAL SUMMARY

6+ years designing products at global scale. AI-native. Ex-Revolut, Quantumlight

WORK EXPERIENCE

UI/UX Designer iOS | HealthTech(NDA)

2025 - Present

AI + HealthTech(NDA)

Defined the product concept and core user flows for an iOS & Android MVP.

Ran rapid experimentation cycles: prototyping, testing, and validating hypotheses within days, not weeks.

Built and maintained the design system from scratch, enabling the team to ship at high velocity.

Product Designer | FinTech

2024 - 2025

Revolut Group

Owned product roadmap with PM and analysts

Ran UX research: interviews, CJM, usability testing

Formulated and validated product hypotheses against business metrics

Partnered with developers on QA and implementation

Product Designer | FinTech

2021 - 2024

DexGuru. Crypto

Designed web and mobile dashboards based on input from analysts and PMs

Built information architecture for complex crypto/DeFi data

Created wireframes and interactive prototypes

Developed landing pages in Webflow

Participated in offline hackathons (Belgrade)

Web Designer | FinTech

2019 - 2021

Tiksan Group

Designed landing pages, banners, and promo materials

Created responsive designs across devices

Built product branding and business presentations

Ran A/B tests and analyzed user behavior via Yandex.Metrica & Google Ads

Edited video ads for targeted and contextual campaigns

EDUCATION

Reshetnev Siberian State University of Science and Technology

2015 - 2019

Bachelor's Degree in Applied Physics

SKILLS

Design

UI Design (advanced)

Design Systems

Branding / Visual Identity

Motion / Micro-interactions

AI Workflows (idea validation, UX synthesis, rapid UI iteration)

Research & Analytics

User Interviews

Hypothesis Validation

A/B Testing

Development

Landing page development

iOS app development

Domain setup & deployment

API integrations

Languages

English — B2

Russian — Native

TOOLS

For Design:

Figma

After Effects

Affinity

Research & Analytics

Sensor Tower

Google Trends & Google Analytics

For Development:

Webflow

Framer

Xcode

AI

Claude

Codex