

# Yevgeniia Vakula

## Senior Product Designer

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### SUMMARY

I've spent 10 years designing complex products — from consumer-facing apps to the messy B2B systems behind them. I've worked across fintech, edtech, and SaaS, on products used by companies like BlaBlaCar, Warner Bros, Roomster, Zeway, and Connectbase. My work spans desktop and mobile — native apps, responsive web, and adaptive interfaces across platforms. I'm good at making sense of complicated workflows, building design systems that actually scale, and working closely with PMs and engineers.

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### SKILLS & TOOLS

**Skills:** Product Design, UX Research, Information Architecture, Design Systems, UX Workflow Optimization, User Interviews & Usability Testing, B2B / SaaS, Mobile Product Design, Stakeholder Management, UX Writing, Cross-functional Collaboration, Wireframing & Prototyping, User Flow & Journey Mapping, Rapid Prototyping

**Tools:** Figma, FigJam, Miro, Notion, AI tools (ChatGPT, Claude, Cursor), Maze, Hotjar, Jira, Confluence, Google Analytics, Loom

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### EXPERIENCE

**DIGIS, a Fiverr company (NYSE: FVRR)** · Odessa, Ukraine / Remote · Jun 2017 – Present  
Senior Product Designer

A smart outsourcing company (Fiverr, NYSE: FVRR) — 8+ years across products, industries, and client teams:

#### 1. Ticket Marketplace Backoffice Redesign

Event Ticketing · Entertainment · B2B/B2C · London, UK · 2024–2026

- Redesigned a 10+ year old system for 100+ brokers and 15 admins — cut task completion time by 80–85%, reduced support tickets by ~40%, and raised user satisfaction from 6/10 to 8.5/10.
- Introduced bulk actions and inline editing that cut repetitive inventory work from 50–70 min down to 5 min, with 72% adoption within the first month.
- Built a Material UI-based design system from scratch — became the foundation for all subsequent development on the platform.

#### 2. Factoring Platform MVP

FinTech · Lending & Finance · B2B · Saudi Arabia · 2023–2024

- Led UX research and full product architecture for Saudi Arabia's first factoring platform — 12 personas, 90+ screens across 4 workflows, delivered in 6 weeks.
- The client returned with investment secured and proceeded to development — a direct result of the research and design package delivered.

- Worked within Saudi Arabia's cultural and regulatory constraints to deliver workflows suited to the local financial context.

### 3. B2B Buyer Enablement Platform

SaaS · Sales Enablement · B2B · USA · 2022–2024

- Replaced a rigid template system with a flexible sales room builder — delivered a feature users had been asking for, received strong positive feedback after launch.
- Redesigned 4 core workflows across backoffice and buyer-facing surfaces, reducing friction for both internal ops and end users.
- Built a design system solid enough that a frontend developer used it independently to ship improvements after the design role ended — no designer needed.

**Cerebro Education** · Ukraine / Remote · Jun 2021 – Feb 2022

Founder & Product Designer

Designed a custom LMS from scratch as sole designer and founder — 58 screens, two role-specific experiences, Zoom integration. Led a remote dev team on revenue-share basis.

**Hillel IT School** · Odessa, Ukraine · Sep 2020 – Feb 2023

UI/UX Design Teacher

Educated 100+ students across beginner and advanced UX/UI courses, building all course materials from scratch.

**Earlier Experience** · Odessa, Ukraine · Mar 2016 – Apr 2019

Jazz Do IT & 4limes / Lead Designer

Started out designing brand identities, websites, and event experiences for clients across different industries. Built core skills in UI, visual design, and client communication across digital and offline touchpoints.

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## EDUCATION & CERTIFICATIONS

**Projector Institute:** Designing for Complex UI · 2023

**Interaction Design Foundation:** UX Design · 2022

**STEP Computer Academy:** Master's Degree, Computer Graphics and Design · Odessa, Ukraine · 2011–2017

## AWARDS & RECOGNITION

**Top 50 Designers of Ukraine** · Ukrainian Design Award · 2017

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## LANGUAGES

**English:** Full professional proficiency

**Ukrainian:** Native

**Russian:** Native

**Estonian:** A2, actively learning