

ELIZAVETA SLUZHAeva

PRODUCT DESIGNER — BANKING, FINTECH & COMPLEX DIGITAL PRODUCTS

Belgrade, Serbia · +381 62 823 2816 · lizasluzhaeva@gmail.com

LinkedIn: <https://www.linkedin.com/in/elizaveta-sluzhaeva-813411228/>

Portfolio: <https://portfolio-ohh.pages.dev/>

PROFESSIONAL SUMMARY

Product Designer with 4+ years designing digital products across banking, fintech, SaaS, and complex B2B platforms. Experienced in translating complex workflows, business rules, and data into clear end-to-end experiences across digital lending, internal banking tools, and financial analytics.

Technical background supports close collaboration with engineers and careful handling of edge cases.

SKILLS

UX research · User interviews · Information architecture · User flows ·
Interaction design · Interactive prototyping · Onboarding · Responsive and mobile web
Figma · Design systems · Component libraries · Complex forms and interface states · Data-heavy interfaces ·
Cross-functional delivery · React and TypeScript

PROFESSIONAL EXPERIENCE

MOSCOW EXCHANGE — MOEX

June 2024 – Present | Full-time

UX/UI Designer, Frontend Web Developer

Financial analytics product for exchange and OTC market data.

Responsibilities:

- Design and iterate onboarding for new users, including profile setup and a guided product tour, using step-level drop-off data.
- Design configurable analytical workspaces and data-heavy views across dashboards, widgets, tables, charts, and filters.
- Add reusable controls and interaction patterns—including switches, tags, and selectors—to the shared UI library.
- Collaborate with analysts and engineers to translate financial requirements and data dependencies into production-ready flows.

Key Impact:

- Onboarding iterations contributed to a **20%** increase in the share of new users who continued using the product after onboarding.
- Increased consistency across product areas through reusable UI components and shared interaction patterns.

PicksAndFix

August 2022 – Present | Part-time

Product Designer

Two-sided platform for asynchronous video feedback between athletes and coaches.

Responsibilities:

- Conduct exploratory interviews with coaches and athletes and translate findings into a mobile-first review workflow.
- Design end-to-end journeys for athletes and coaches, from request submission and video upload to review, revision, and delivery.
- Design core review tools, including visual annotations, structured mistakes, “How to fix” guidance, and resubmission.
- Design a reusable mistakes database and responsive patterns across desktop and mobile web.

Key Impact:

- Research supported a simple, mobile-first direction aligned with how coaches preferred to review videos.
- Enabled coaches to reuse common feedback and deliver more consistent, actionable reviews through the mistakes database and expanded annotation toolkit.

EGAR TECHNOLOGY

April 2021 – June 2024 | Full-time

Product Designer, Frontend Web Developer

Worked on customer-facing and internal banking products, combining product design with close collaboration with analysts and engineers.

VBRR Bank — Online Credit Application

Responsive, approximately nine-step application for multiple lending products, with conditional paths based on product type and user input.

Responsibilities:

- Mapped branching logic in which previous answers determined subsequent questions, required fields, validation rules, and available paths.
- Created a detailed state model for asynchronous checks, document uploads, employment and income data, validation, errors, and completion.
- Defined navigation and recovery behavior, including editing previous answers, resuming later, and continuing after a lost connection.
- Worked with analysts and engineers to document banking rules, dependencies, and edge cases in state diagrams and specifications.

Key Impact:

- Reduced implementation ambiguity and follow-up questions from developers through a complete state model.
- Prevented dead ends and protected user progress through comprehensive validation, clear feedback, and recovery flows.

Ak Bars Bank — Call Center Operations Platform

Internal banking platform combining customer request processing with inbound and outbound telephony.

Responsibilities:

- Designed the integrated telephony flow, including incoming call notifications, dialing, active call states, hold, transfer, minimized call view, and call completion.
- Designed operator workflows for creating and processing customer requests during live calls with product owners and business analysts.
- Refined how phone numbers were saved, displayed, and reused in call history.
- Added reusable telephony components to the shared UI library and documented their states and edge cases.

Key Impact:

- Shipped the telephony experience to production, enabling operators to manage inbound and outbound calls within the banking platform.
- Improved call-history workflows by making phone numbers easier to save, display, and reuse, while establishing reusable patterns for future call scenarios.

EDUCATION

Samara National Research University

Samara, Russia

Bachelor's Degree in Applied Mathematics and Computer Science

2022

LANGUAGES

- **Russian** – Native
- **English** – Upper-Intermediate, B2