Yana Lonska

Senior Product Designer

Lviv, Ukraine | Remote / Hybrid
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SUMMARY

Senior Product Designer with 5+ years of experience leading end-to-end design for digital products across fintech, crypto, SaaS, and e-commerce. Focused on early-stage product design, MVP definition, and translating user research into clear design principles. Strong in UX research, design systems, and interaction logic. Comfortable working closely with founders and product managers to define product strategy, scope MVPs, and shape success metrics before launch.

EXPERIENCE

Lead Product Designer & Co-founder

Zorya Design Agency, Ukraine | September 2024 – Present

- Lead product design for fintech, crypto, SaaS, AI, and e-commerce client products from discovery to handoff
- Partner with founders to define product vision, scope MVPs, and align on success metrics before design starts
- Run discovery: stakeholder interviews, competitive research, persona work, journey mapping
- Translate research insights into product principles that guide design decisions across full user flows
- Define and document trade-offs between alternative product directions for client decision-making
- Mentor junior designers, review work, and set internal quality standards
- Manage client presentations, proposals, and end-to-end delivery process
- Produce dev-ready specs, flows, and documentation for engineering teams

Product Designer

Fountnhead, US (Remote) | March 2023 – September 2024

- Owned product design for Bitcoin Ordinals lending platform from zero to launch
- Defined core user flows for complex DeFi scenarios: loan creation, portfolio management, lending and borrowing dashboards
- Designed for trust and clarity in a high-stakes financial domain — clear loan terms, transparent fees, contextual tooltips
- Built component library and high-fidelity prototypes used directly by engineering team
- Ran user testing sessions with target users and iterated based on findings
- Collaborated with founder to scope MVP and prioritize features based on user feedback

UX Designer

e-Luscious B2C, Hilversum, Netherlands (On-site) | May 2022 – February 2023

- Designed European e-commerce checkout flows across multiple brand verticals
- Worked alongside CRO, product, and engineering teams on conversion-focused experiments
- Participated in A/B testing process: hypothesis definition, design variants, post-test design iteration
- Led UX research and competitor analysis for new feature planning
- Maintained and extended design systems across multiple consumer-facing brands

UX/UI Designer

Uvidest, Zhytomyr, Ukraine (On-site) | September 2020 – May 2022

- Designed Shopify e-commerce stores from scratch for retail clients
- Conducted usability audits and translated findings into design changes
- Built responsive layouts and interactive prototypes for cross-device experience
- Created component libraries and specs to support developer handoff

SKILLS

Product Strategy, Discovery, User Research, Product Thinking, Design Systems, Wireframing, Prototyping, Usability Testing, Stakeholder Management, Design QA, Cross-functional Collaboration, MVP Definition

ANALYTICS & METRICS

Comfortable reading product analytics (Google Analytics, Hotjar). Understand core product metrics — activation, retention, conversion, drop-off — and design with them in mind. Familiar with A/B testing process from previous CRO collaboration.

TOOLS

Figma, FigJam, Adobe Photoshop, Adobe Illustrator, Jira, Confluence, Notion, Slack

EDUCATION

Design Like a Pro — Web Design Course · November 2023 – January 2024

Designly — UX Medium Course · August 2022 – October 2022

WayUp — Web Design Course · September 2020 – November 2020

LANGUAGES

Ukrainian — Native • English — Advanced • Spanish — Elementary