

Eliza Popelinova

Senior Product Designer

Vancouver, BC | +1 (587) 893-7729 | elizaplInva@gmail.com
elizaplInva.com | linkedin.com/in/elizaplInva

PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years designing for the moments when users have to trust a product: moving money, sharing personal data, letting an AI act on their behalf. Designed an AI-first crypto wallet of 200+ screens in 8 weeks and removed the wireframing stage from a credit-score build using Figma AI agents. Steps into unfamiliar domains in days, not months, and defends decisions with evidence rather than taste. Leads 5 designers across 5+ concurrent products with 100% on-time delivery.

SKILLS

Product Design: End-to-end UX/UI, problem framing, product discovery, information architecture, user flows, interaction design, wireframing, high-fidelity prototyping, responsive and mobile-first design, prioritization

Design Systems & Handoff: Component libraries, design tokens, Figma variables and theming, typography and spacing systems, grids, component states, variants, overlays, usage documentation, production-ready specs, handoff calls, WCAG AA

AI in Product: Conversational and assistant-led interfaces, AI-assisted design and prototyping, AI output evaluation, Figma AI agents, Figma MCP, Framer MCP

Research: Competitive analysis, usability testing, live-event testing, user interviews, surveys, research synthesis, hypothesis prioritization, heuristic evaluation, journey mapping

Leadership & Delivery: Design reviews, mentorship, quality standards, client and stakeholder communication, Agile/Scrum, sprint planning

Web & No-code: Framer, Webflow, Shopify, Squarespace, Wix, HTML/CSS (basic)

Tools: Figma, Miro, Jira, Notion, Adobe Creative Suite (Photoshop, Illustrator, InDesign), After Effects (basic), Premiere Pro (basic), Claude, ChatGPT, Claude Design, Cursor, Magnific, Vercel, Google Analytics, Typeform, Google Forms

Domains: Consumer fintech, crypto and digital wallets, credit scoring, social and dating, e-commerce, wellness, healthcare, service businesses

PROFESSIONAL EXPERIENCE

Lead Product Designer | Mar 2026 – Present

Product Designer | Dec 2024 – Mar 2026

Danart Agency — San Francisco product design agency | Remote, US

Selected clients: Bobbyard, Ben AI, Provision, Vse Svoi.

- Held 100% on-time delivery across 5+ concurrent consumer products in fintech, social, wellness and e-commerce, while leading a team of 5 designers through design reviews and shared quality standards
- Designed an AI-first crypto wallet for first-time users, 200+ screens across 8 core flows in 8 weeks, making a conversational assistant the primary way to complete transfers and core actions and designing every money flow to feel safe for people new to crypto
- Delivered a 4-section authenticated credit-score dashboard in one month instead of the planned six weeks, by replacing the wireframing stage with competitive analysis, Figma AI agents and a reusable component template
- Kept 5+ parallel product tracks consistent by building 10+ design systems from day one, with tokens, theme variables and usage documentation inside each file
- Turned ambiguous briefs across 15+ client accounts into defined product problems, defending direction with competitive evidence and interaction rationale, including a semantic status-colour system the client adopted over its own single-tone request

- Reduced implementation questions across 5+ native and web builds by pairing documented interaction patterns, component states and specs with handoff calls before build
- Designed a consumer social app combining matching with in-app events and background- and language-based discovery; tested the first version at a live event, then used interviews and surveys to prioritise the next iteration
- Built Figma AI agents into the team's production workflow, evaluating AI-generated output against product requirements and quality standards
- Made an image-heavy landing page load reliably on mobile by cutting animation, reducing asset weight and redesigning key sections, arguing the change on usability rather than aesthetics
- Unblocked a stalled 3D production by sourcing texture references, generating visual examples and breaking the client's request into concrete tasks for the artist

Contract Product Designer | Jun 2024 – Sep 2024

Panel Marketing — Calgary marketing agency | Calgary, AB

- Designed and shipped 5+ responsive healthcare websites in a 4-month contract, from user flows and wireframes to high-fidelity UI and developer handoff
- Resolved design questions before release by working with PMs and developers through build and QA across concurrent projects
- Produced digital and large-format print assets for healthcare and service-business clients

Product Designer | Nov 2023 – Jun 2024

Activism Through Technology and Art — Vancouver non-profit | Vancouver, BC

- Simplified navigation between global and city-level views for 10K+ users across 500+ cities, based on usability testing of how people moved between geographic levels
- Brought the experience to WCAG AA across contrast, navigation and readability before launch
- Translated feedback into design changes across 15+ cross-functional working sessions

Freelance Product Designer | Jun 2020 – Dec 2024

Upwork | Remote

- Designed SaaS dashboards, e-commerce sites and consumer mobile apps end to end for 20+ startups and small businesses, entering a new business domain on each engagement
- Designed an analytics feature for an existing consumer app, working with its PM and developers
- Delivered 20+ branding projects, from logos and brand guidelines to marketing collateral
- Built a repeat- and referral-based practice over four years across Canada, the US and Europe, owning each engagement from brief and scope to delivery

EDUCATION

Applied User Experience Design — Southern Alberta Institute of Technology (SAIT)

Bachelor of Arts, Design — National Technical University "Igor Sikorsky Kyiv Polytechnic Institute"

CERTIFICATIONS

UX Design Course — Projector Institute

Foundations of User Experience Design — Google & Coursera