

Anastasiia Sirobaba | UX/UI Designer

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Professional Profile

Product-focused UX/UI Designer with 3 years of experience specializing in AI development, Web3, fintech, and SaaS platforms. Proven expertise designing multichain crypto wallets, AI-powered trading agents, and enterprise AI tools that simplify complex operations. Successfully reduced onboarding times to under 1 minute and streamlined chatbot creation flows. Skilled in design systems, rapid prototyping, and cross-functional collaboration, with a passion for making emerging technologies accessible to mainstream users.

Core Skills

Design Expertise	Tech stack	Languages		
UX/UI & Product Design	Figma	English	—	C1
Web Design	Miro	Ukrainian	—	native
Motion Design	Maze	Russian	—	native
Brand & SMM Design	Framer			
	Cursor AI			
	Lovable			
	Midjourney			
Technical Skills				
Framer (Advanced Prototyping)	Adobe Illustrator			
AI Product Integration	Adobe Photoshop			
Design Systems Development	Adobe After Effects			

Career Journey

Ex Co-founder, Product Designer

Ain Finance Swap | Ukraine

Dec 2024 - Sep 2025

Key responsibilities

- Led product strategy and pivoted platform from Ainexa Agent to cross-chain swap service utilizing Near intents technology
- Conducted competitive analysis and user research identifying critical pain points in multi-chain transactions
- Designed end-to-end UX/UI for web, mobile, and tablet including intelligent wallet pre-selection and unified multi-chain wallet selector
- Developed design system, brand identity, and motion design assets for complete rebrand
- Delivered transparent transaction guidance system reducing user onboarding time to under 1 minute

- Managed product roadmap and feature prioritization across Bitcoin, EVM, Solana, Near, Sui, and Aptos chains

Ex Co-founder, Product Designer

Ainexa Agent | Ukraine

Mar - Sep 2025

Key responsibilities

- Led product strategy for AI-powered multichain crypto agent platform, positioning as accessible "ChatGPT for crypto operations"
- Conducted research identifying 8 key pain points in crypto trading including fragmented wallets, complex operations, and steep learning curves
- Designed conversational AI interface with dual-mode system (beginner/professional) and transaction-through-chat functionality
- Created unified wallet system with pre-generated wallets across Bitcoin, Solana, Sui, Aptos, Near, XRP, and EVM chains
- Developed autonomous trading strategies (sentiment analysis, ML trend detection, DCA) and 24/7 task automation engine
- Delivered complete design system, brand identity, and UX/UI for web, mobile, and tablet over 7-month timeline

UX/UI, SMM Designer

Newmoney AI | United States

Apr 2024 - Aug 2025

Key responsibilities

- Led UX/UI and brand identity design for unified Web2/Web3 financial platform integrating cash, crypto, NFTs, and AI automation
- Conducted user research identifying 7 critical pain points including fragmented experiences, limited blockchain support, and poor market intelligence
- Designed Newton AI Assistant with conversational interface transforming complex crypto operations into natural language interactions
- Created true multi-chain architecture supporting Sui, Solana, EVM, Ripple, Aptos, and Bitcoin with flexible wallet management system
- Developed Agent Store with DCA automation, integrated market intelligence sidebar, and gamified rewards system with leaderboards
- Designed adaptive security framework offering passkeys, 2FA, and PIN options for personalized protection levels
- Delivered complete design system across web, mobile, and tablet platforms over 1-year timeline

UX/UI, Graphic Designer

Kauz AI | Germany

May 2023 - Jun 2024

Key responsibilities

- Led comprehensive UX/UI redesign of aiStudio platform enabling self-service AI assistant creation for startups and enterprises
- Conducted competitor analysis, user interviews, and UX audit to identify usability issues and user pain points

- Designed complete interface combining generative AI with NLU technology for simplified AI assistant management
- Developed comprehensive design system including reusable UI components, typography, color palette, and spacing guidelines
- Created streamlined chatbot creation flow reducing completion time and cognitive load through improved visual hierarchy

UX/UI, Web Designer

Wodcat / Ukraine

Dec 2022 - Mar 2023

Key responsibilities

- Led UX/UI redesign of key platform pages for CrossFit workout tracking and analysis application
- Designed and developed 3 conversion-focused landing pages showcasing workout database, analytics dashboard, and training calendar features
- Optimized information architecture and visual hierarchy to enhance user engagement and feature discoverability across web and mobile platforms