



DARIA MOROZOVA

Senior Product Designer | Berlin | EU Work Authorization (German Residence Permit)

Senior Product Designer with 5+ years in fintech, healthtech, and complex B2B SaaS. Founding designer on two 0→1 products, owning design systems, brand, and core flows end-to-end. I joined in early-stage, high-ownership environments where design shapes the product: working directly with founders and engineers. AI-first practice with Claude, Cursor, and Figma MCP.

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Founding Product Designer, EasyBiz | Luxembourg | February 2024 – April 2026

- Cut KYC process time by 60% by redesigning the KYC and business-registration flow end-to-end, eliminating the product's biggest drop-off point: company registration went from 28 days to under 24 hours, with full regulatory compliance.
- Designed end-to-end cross-platform experiences (web, iOS, Android) for complex financial workflows, turning fragmented data into actionable insights for SME users.
- Designed AI-assisted transaction matching with a human-in-the-loop model: the AI surfaces the likely match, but Match is decoupled from Review so a misclick can't silently commit a wrong record, driving a 30% drop in invoicing support tickets and roughly 2× faster back-office booking (back-office estimate).
- Reduced compliance follow-ups by 90% and file mismatches by 80% through a structured client & supplier registry and a per-person document checklist.
- Sped up business-critical financial reporting by 25% by reworking core accounting flows.
- Designed core mobile experiences (iOS and Android): transactions, invoice scanning, reconciliation, and in-app chat, bringing accounting workflows out of the desktop and into daily, on-the-go use.
- Built a comprehensive Design Library from the ground up. The team estimated it shortened feature time-to-market by ~20% through reusable UI patterns.
- Leveraged AI-first tools (Claude, Cursor) to prototype product logic and ship the design system into Cursor for design QA. The team estimated a ~30% acceleration in developer handoff.

Founding Product Designer, Seturon | Luxembourg | July 2023 – February 2024

- Replaced a linear course builder with a canvas-based editor (inspired by Miro): building a course skeleton dropped from ~30 minutes to ~5, and builder-related support tickets fell 42%.
- ~34% of users created more than two courses in the first months after MVP. The builder became something creators returned to.
- Designed an enterprise LMS for managing and consuming training content, shipped to MVP: redesigned the courses section and improved component readability for both learners and admins, across desktop and mobile.
- Built the product's full brand identity, design system, and launch website, establishing the visual foundation for go-to-market. (The product previously ran on default Material UI with no identity.)
- Audited the entire platform (heuristics, support tickets, 8 user walkthroughs), surfacing 27 problem areas grouped into 5 categories that structured the redesign.

Product Designer, humbleteam | Prague, Czech Republic | May 2022 – July 2023

- Designed 0→1 cross-platform products for multiple early-stage startups, including Auditional (career app for actors) and MOZA (social app for biohackers: full mobile apps and UI kits from scratch).
- Redesigned a lead flow for FinanceHQ, a financial advisory platform, around trust: +60% conversion, validated with A/B tests in production.
- Solo product designer on Mentessa, a mentorship and learning SaaS: redesigned global navigation and core flows, and built the design system and email design system from scratch.
- Led research across projects: 20+ user interviews and usability tests that shaped product decisions and design direction.

Product Designer, MTS Digital | Saint-Petersburg, Russia | September 2021 – July 2022

- Boosted operational efficiency for internal data teams by launching 3 products and resolving critical bottlenecks through 15+ usability test cycles.

Product Designer, Yandex Food | Saint-Petersburg, Russia | January 2021 – September 2021

- Iteratively improved mobile journeys for a high-traffic B2C app, enhancing user retention through heatmap and behavioral data analysis.

Product Designer, Conf Me | Saint-Petersburg, Russia | July 2020 – January 2021

- Owned end-to-end design for an online events platform and won a multi-team hackathon validating product concepts.

Skills

Design: Product Design, Interaction Design, Design Systems (Tokens, Documentation), Information Architecture, Data Visualization, Systems Thinking.

Research & Validation: User Interviews, Usability Testing, JTBD, Hypothesis Validation, A/B Testing, Heuristic Audits, Service Blueprints.

Platforms: Mobile-first (iOS/Android), Cross-platform, Responsive Web, B2B SaaS, Fintech UX.

AI: Claude, Cursor, Figma MCP, Figma AI, AI-assisted prototyping, human-in-the-loop interface patterns.

Tools

Figma, FigJam, Framer, Notion, Jira.

Education | 2015 – 2019

BA in International Art Business, Saint Petersburg University

Languages

English (C1), German (B1), Spanish (B1), Russian (Native)