

Nataliia Voitanovych

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Senior Product Designer

with strengths in user-centered design, systems thinking, and scalable digital experiences. Experience across e-commerce, fintech, and SaaS products.

Experience

Product Designer

FYUL / Printify · 2025 – Present

- Designed and launched the Multi-Product Listing feature for Etsy merchants, contributing to a 2× increase in average order value
- Conducted user interviews, beta validation, and post-launch feedback analysis
- Redesigned sales channel connection flows and introduced Shopify SSO onboarding

UI Designer

FYUL / Printify · 2023 – 2025

- Led design initiatives during a company-wide rebranding effort
- Created scalable workflows and documentation to improve cross-team consistency
- Collaborated with product and engineering teams to align experiences with the new brand
- Improved platform consistency and usability across the ecosystem

Senior Product Designer

Nordea · 2022 – 2023

- Improved consistency and scalability across complex financial products
- Created UX guidelines, reusable workflows, and design patterns
- Designed an instant payment feature that streamlined financial management workflows
- Analyzed customer feedback and collaborated with cross-functional teams on CX initiatives

E-commerce UI Designer

Orbico Group · 2021 – 2022

- Led visual design initiatives across multiple e-commerce markets
- Designed online leaflets that increased product and brand visibility
- Designed rich product content experience for e-commerce platform
- Improved design workflows, documentation, and design system structure

UI Designer

Grupa Wirtualna Polska · 2019 – 2021

- Designed UX and UI improvements for one of Poland's largest news and media platforms
- Co-designed "So Magazyn," a fashion and lifestyle digital experience focused on editorial storytelling
- Contributed to the creation of VibeZ, a mobile-first web app nominated for a Mobile Trends Award

Graphic Designer

Deloitte · 2018 – 2019

- Designed branding, marketing, and communication materials across digital and print channels
- Collaborated with stakeholders to deliver consistent, high-quality visual communication assets
- Supported campaign execution and corporate branding initiatives

Education

Computer Graphics & Mass Media

University of Information Technology and Management in Rzeszów

Master's Degree · 2017 — 2019

Sociology

Ivan Franko National University of Lviv

Bachelor's Degree · 2012 — 2016

Skills

Product Design · Product Discovery · UX Design · User Research · Interaction Design · User Flows · Design Systems · Cross-functional Collaboration · Figma · AI-assisted Workflows