

Fintech and Banking Products UX/UI Designer

Ekaterina Zimina

Email: kate.web3design@gmail.com

Portfolio:

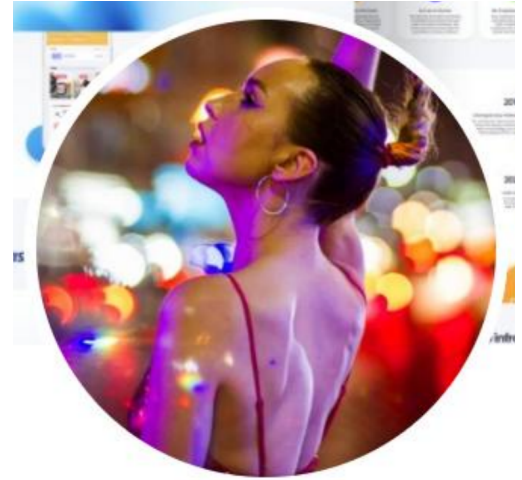
<https://dribbble.com/uidesignerfreelance>

Exclusively for tech projects, I create UI designs that are not just beautiful but also solve user problems. In each project, I strive to ensure that interfaces are as intuitive, effective, and, most importantly, help businesses grow.

- More than 11 successful projects since 2020
- 5+ years of experience in UX/UI and web design

My name is **Ekaterina Zimina**, and I am an expert in UX/UI design with a special focus on fintech and banking products. My mission is to help companies create digital solutions that not only simplify users' lives but also bring real benefits to businesses. Over the past few years, I have implemented more than 11 projects, each aimed at improving user interaction with the service and enhancing their satisfaction. My experience allows me to create products that not only attract attention with their design but also deliver results.

Skills



- **UX/UI Design:** Designing user-friendly and intuitive interfaces for web and mobile applications aimed at improving user experience.
- **Mobile Design:** Developing interfaces for mobile applications considering the peculiarities of iOS and Android platforms.
- **Graphic Design:** Creating visual elements, branding solutions, and graphics that enhance the visual perception of the product.
- **Web Design:** Designing responsive and highly functional web applications with a focus on usability.
- **Prototyping:** Creating interactive prototypes for testing and rapid hypothesis validation.
- **User Research:** Conducting usability tests, gathering user feedback to optimize interfaces.
- **Branding:** Developing visual identities and branding elements for digital products.
- **Design Systems:** Building and implementing design systems to unify and simplify project work.
- **3D Design:** Utilizing 3D graphics to create visually appealing and modern interfaces.
- **Cryptocurrency Interfaces:** Experience working with cryptocurrency and DeFi platforms, creating user-friendly interfaces considering industry specifics.

Work Experience

Company “**Roobinium**” | March 2018 – 2023 | Lead UX/UI Designer

Developed the company's design system, optimized designers' workflows, trained junior specialists, and managed projects. Participated in the development of over 40 projects in two years.

Project “**XWard**” | January 2021 – 2023 | UX/UI Lead Designer

[Link to XWard project](#)

Developed one of the first European applications combining traditional banking operations and cryptocurrency transfers. Implemented a restrained design with cyberpunk elements, biometric authorization, crypto transactions, and the ability to earn on retained funds. The application attracted new users and significantly increased transaction volumes, contributing to growth in trust and profitability for the company.

Project “**Bankim**” | November 2022 – December 2022 | UX Designer

[Link to Bankim project](#)

Created a modern banking application that combines traditional banking operations with intuitive design. Developed interfaces for loan calculations, account management, and biometric authentication, making the application convenient and secure. The application increased user engagement and improved their interaction with banking services.

Project “**Blockhouse**” | January 2023 – March 2023 | UX Designer

[Link to Blockhouse project](#)

Developed a landing page for a platform using DeFi for the tokenization of credit derivatives and trading financial assets. The visual style and UX were tailored to facilitate working with tokenized assets, enhancing platform efficiency.

Project “**Atomic**” | December 2023 – February 2024 | UX/UI Designer

[Link to Atomic project](#)

Created an interface for a platform offering users cryptocurrency trading with leverage and the ability to earn through asset lending. The visually appealing and functional design simplified trading and lending processes.

Project “**Kryptic**” | February 2024 – September 2024 | Web Designer

[Link to Kryptic project](#)

Developed a landing page for a DeFi platform focused on transparent and secure transactions. Implemented interfaces for tracking crypto assets, processing payments, and managing DeFi wallets.

Education

National Research University ITMO

Faculty of Information Technology and Programming

Bachelor's Degree in Information Technology and Design