

Polina Elpatevskaia • Senior Product Designer

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Summary

Product Designer with **5 years** of experience in B2B SaaS and enterprise systems, mostly in fintech and other “nothing off-the-shelf works here” environments. **Studied design in South Korea.**

I take products **from early ideas to working MVPs**: structuring design processes, building systems, and making complex things usable without oversimplifying them.

I work with **AI in a practical way**: improving workflows without breaking teams. Built internal tools, agents, and RAG systems, including one that mimicked a developer well enough that no one noticed he was on vacation.

Can be the one lead designer on a project.

Experience

Senior Product Designer @Luxoft (enterprise fintech client) • 2022 — Present

Working on internal systems in a large fintech company with strict compliance constraints. Where you don't buy tools, you build them.

Projects included:

- HR systems and employee data platforms
- Access and permission management
- Internal AI platforms (RAG, agent creation, private GPT)
- Reporting and data-heavy systems

What I actually did:

Made complex internal tools usable - without removing the complexity that actually matters. Built and structured a UI Kit and component library used across multiple products. Brought consistency into a very fragmented product ecosystem.

Process & organization:

Introduced structured design workflows where there were none. Helped teams align on how to work with design (not just what to design). Scaled usage of Figma MCP, reducing design + dev time by ~30%

AI (practical, not hype):

Introduced AI into workflows step-by-step, without disrupting existing processes. Built custom agents to automate repetitive tasks for both design and development. Created an agent that analyzed a specific developer's GitLab MRs and comments and replicated their coding style well enough that I could keep working in their absence without raising questions.

UX impact:

Redesigned a compliance-heavy login flow and introduced email recovery for incomplete applications, increasing completion from 20% to 90% while preserving all legal requirements.

Other things I did because someone had to:

- Built MVPs from scratch and presented them to senior stakeholders

- Wrote internal articles about AI and got people talking instead of worrying
- Helped teams adopt new tools without making them feel obsolete

Product Designer @A&D Mortgage US-based mortgage tech company • 2021 — 2022

Worked on one of the early digital products for mortgage brokers in the US, when the industry was just starting to move away from fully manual processes.

- Designed B2B tools for brokers working with complex financial workflows
- Helped digitize and simplify processes that previously had no digital equivalents
- Worked on integrations with US banking systems
- Designed in a space with no clear patterns. Had to figure things out from scratch

UI/UX & Graphic Designer • Freelance / Project-based • 2014 — 2020

Worked across a wide range of projects. From visual design to early product interfaces with international clients including projects related to SpaceX and FIFA World Cup.

Education

Saint Petersburg State University of Industrial Technologies and Design • Russia • M.A. Degree in Brand Management
Joongbu University • South Korea • Design & Animation (Exchange Program)

Skills

Design & Product

Product Design (B2B, SaaS, Enterprise) • UX/UI Design • Design Systems & UI Kits • Complex workflows & data-heavy interfaces • Prototyping

AI & Automation

AI in product workflows • RAG systems • AI agents (design & dev automation) • MCP • AI-assisted development (vibe coding) • Claude Code • RooCode • Codex • Custom agents

Tools

Figma / Figma MCP • Adobe • Jira • Google Analytics • A/B testing

English: Advanced • **Russian:** Native