



Daria Zubarevich

Product Designer | Fintech · UX/UI · Research

Product Designer with a technical background, experienced in UX research, complex flows and high-fidelity UI for fintech products.

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Education

Specialist degree in Computer Systems Architecture (5-year program, Master’s equivalent)

Saint Petersburg State University (SPbSU)

2009–2014, Saint Petersburg, Russia

One-year program covering UX research, prototyping and high-fidelity UI

Yandex, Interface design course (UI/UX)

2021–2022, Saint Petersburg, Russia

Skills

Soft

Collaboration & Communication

- Team working
- Collaboration
- Empathy

Problem solving & Thinking

- Problem solving
- Critical thinking
- Adaptability
- Creativity
- Attention to detail

Hard

UX Research & Strategy

- UX Research
- User pain-point analysis
- Best practices
- Hypothesis generation & validation
- CJMs and Personas
- Usability testing

UX Design & Product Thinking

- Wireframing
- User flows
- Product thinking
- Design rationale
- Accessibility

UI Design & Design Systems

- Visual design
- UI
- Layout & Composition
- Mobile design
- Web design
- Design system
- Design patterns
- Prototyping

Languages

- | | | |
|----------------|----------------|---------------|
| Russian | English | Danish |
| Native | Fluent | Intermediate |

Tool Stack

Brainstorming & UX Research

- Miro
- FigJam
- 11FS

UI Design

- Figma
- Adobe Illustrator

User Testing

- Maze
- Google Analytics

Project management & collaboration

- Slack
- Jira
- Confluence
- Notion

Personal statement

I enjoy making complex financial products easier to use by combining research, structured UX thinking and clean UI, and by working closely with engineers to create solutions that actually hold up in real use and support business goals.

Core strengths

System thinking · Research-driven decisions · Fintech logic · Complex flow design · Effective cross-functional collaboration · Ability to take ownership within a team setting

Experience

Senior Product Designer

Moneff · Contract Sep 2025 – Present

I work across both the mobile app and web platform, focusing on UX research, improving existing flows and shaping new features such as fast cross-border transfers and international service payments. I’m also involved in the redesign of the company website and the integration of a cashback service, making sure these updates feel consistent with the overall product experience.

Lead Product Designer

Moneff · Full-time Feb 2025 – Sep 2025 · 7 mos

In this role I managed a small design team, kept communication aligned across departments and helped structure how we planned and delivered new features. I coordinated work between mobile and web, handled timelines and priorities, and supported the product team in improving workflows and making informed UX decisions.

Product Designer

Spike · Contract Apr 2024 – Present

I was the sole designer responsible for bringing the first version of the Spike mobile app to release. I designed the onboarding and pre-onboarding flows together with the product team, grounding them in CJMs and research on the target audience. My work covered integrations with two banks and the crypto exchange Bitfinex, usability testing, data analysis in Google Analytics and developing hypotheses to improve user trust. I also contributed to early marketing strategy. Improvements to the onboarding and automated account-opening flow reduced drop-offs, lowered error rates and increased conversion, helping the team launch a more stable and predictable first release. Working in a fast-moving, high-uncertainty environment helped me refine my ability to make decisions quickly and iterate based on real feedback.

Product Designer

Moneff · Full-time Feb 2023 – Feb 2025 · 2 yrs

I built the company’s web design system from scratch, documenting components and creating a solid foundation for faster collaboration with engineering. I also led the full redesign of the business payments platform and updated core payment flows based on usability research and user insights.

Junior Product Designer

Moneff · Contract Jun 2022 – Feb 2023 · 9 mos

I contributed to early improvements of the product by redesigning email communications and the landing page, running usability tests on existing flows and helping design new features for the web application.

Recommendations



Danil Tumaykin
Head of Product
at Moneff

Daria is a strong designer who really cares about getting the UX right and keeps her skills sharp. I could hand her something and trust it would come back done well, no hand-holding needed. Easy to work with, too — even-tempered, diplomatic, and good with people even when things get tricky.



Anna Ivanova
Senior Frontend
Developer at Moneff

I have the pleasure of working closely with Daria and can confidently say she is an outstanding designer and collaborator. She has that rare combination of strong design skills and excellent communication that makes cross-functional collaboration feel effortless.

What I especially appreciate is her ability to listen carefully to feedback and different perspectives while still confidently defending her ideas when it benefits the product and the user experience. This balance makes collaboration with her both productive and enjoyable.



Eugene Butov
Mobile team lead
at Spike

Daria is an excellent design specialist — working with her and building products together is a real pleasure. She is always ready to help and answer any clarifying questions. She is open to feedback and uses it constructively. Her design system is thoroughly crafted, making it very convenient and comfortable to work with. I would recommend Daria as a reliable professional you can always count on.



George Mavchun
Chief Technology
Officer at Moneff,
CTO/COO at Spike

I worked with Daria across two fintech products — Moneff and Spike — where she led UI/UX design. Two contributions stand out.

First, she built a design system for our web application from the ground up. This wasn't just a component library — it became the foundation that the engineering team still references today, including for AI-powered integrations. That kind of longevity is the real test of design infrastructure: it outlasts individual features.

Second, she redesigned the customer-facing web application — improving both visual quality and UX flow. The result was a noticeably more polished, easier-to-use product.

What I value about working with Daria is her insistence on understanding the problem before solving it. She doesn't produce decorative mockups — she asks the hard questions about workflow and logic first. In an environment where speed often trumps substance, that discipline is rare and underappreciated.

Daria grew significantly during our time working together, and her design system work in particular shows she can operate at the level of systems thinking, not just screen-level design. Any product team looking for a designer who treats the craft seriously would be fortunate to have her.