Ksenia Zueva

Senior Product Designer

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ABOUT ME

Product designer with nearly 5 years of experience in B2B SaaS, fintech and AI products, from CRM systems to digital wallets. Currently the only designer at Capwave, an AI CRM for venture capital funds, where I own product design end to end, the design system and part of the front-end code. I work closely with founders and engineers, run user research and usability testing, and have improved flows that cut processing time by 70% and support requests by 25%.

SKILLS

User research · Usability testing · Interaction design · Information architecture · Design systems · Prototyping · A/B testing · Leadership · Cross-functional collaboration · Stakeholder management · Mentoring

AI and CODE

AI-assisted design workflow · HTML/CSS · Prototyping in code with AI tools · Human-AI interaction design · AI-ready design systems · AI research synthesis · React and TypeScript basics · Pull requests

LANGUAGES

English - C1 · Polish - C1 · Russian - native · Belarussian - native

EXPERIENCE

Founding Product Designer Capwave *July 2025 - Present*

- Lead end-to-end product design as the sole designer on a team of 7, owning two products (investor and founder apps) across web and mobile web, from discovery to release.
- Partner directly with the founders and engineers on product direction, turning investor feedback and workflow research into prioritized features, user flows and specifications.
- Defined how AI-generated insights are presented across the product, creating trust and verification patterns that let investors check and correct the AI's output.
- Redesigned the trial onboarding experience to shorten time to value, guiding new users through setup and showing the product's value before their own data was ready.
- Built and scaled the design system for both products on a shared token foundation (44 primitives, 177 product components), improving consistency and making it usable by engineers and AI coding agents.
- Introduced an AI-assisted design and prototyping workflow with Claude Code, validating ideas in code before Figma, contributing front-end changes to production and documenting every decision for engineering.

Product Designer Cruisen, Cointime, Allesco and more *March 2022 - June 2025*

- Joined Cruisen to continue work on a web platform for travel advisors to manage clients' cruise requests, chat with them and compare offers to find them the best deals.
- Worked on CRM for an electrical engineering company, moving its processes from paper to a digital platform and cutting processing time by 70%.
- Delivered an AI application for lawyers that automatically drafts claims from case data and documents, reducing errors and speeding up their work.
- Designed the ticket buying and selling experience for Entergate, an events platform, and redesigned 20+ websites and apps in fintech, healthcare, booking and CRM.
- Ran user research and A/B tests, set KPIs and roadmaps with founders, advised on MVPs and mentored a junior designer.

UI/UX Designer Trywebsight *October 2023 - April 2024*

- Redesigned a digital wallet for Kuwait residents, simplifying payments and receipt storage and making expense tracking easier.
- Designed a website for Kuwait's public transport and digital products for fintech, healthcare and beauty clients.
- Worked in Agile sprints with developers and stakeholders, adapting designs quickly to client feedback.

Product Designer GoodWRX *October 2023 - March 2024*

- Led the design of a new user flow for the GoodWRX mobile app to make tipping easier for over 10,000 users.
- Analyzed existing flows to identify bottlenecks, optimizing interactions and improving navigation, which reduced support requests by 25%.
- Created new UX flows to increase user engagement and simplify the tipping process between employees and clients.

TOOLKIT

Figma · Claude Code · VS code · Cursor · Lovable · GitHub · PostHog · Hotjar · Miro · Jira

EDUCATION

Sociology Bachelor's degree. University of Lodz.