

Liliia Orlenko

Lead Product Designer | AI-Augmented Product Development

linkedin.com/in/liliia-orlenko | Stockholm, Sweden — Open to Stockholm on-site, EU remote, and EU/US remote

Work Authorization: Authorized to work in Stockholm, Sweden. Available for Stockholm onsite, EU remote, and EU/US remote roles. No sponsorship required.

SUMMARY

Lead Product Designer (UX/UI) with 10+ years of experience shipping fintech, blockchain, and enterprise products. Delivered measurable results: +14% user satisfaction at Safe.Global, +32% employee satisfaction at McMakler, and a 15% user retention improvement target post-platform migration at EARNM. In 2025, moved to a fully AI-augmented solo design workflow using generative AI tools including Claude Code and Cursor, covering product, marketing, and design systems end to end.

KEY ACHIEVEMENTS

- Restructured design operations at EARNM from a two-person team to a single AI-augmented workflow using generative AI tools, maintaining full output across product, marketing, and design systems.
- Projected a 15% improvement in user retention at EARNM by consolidating three legacy products into one unified platform, validated through A/B testing benchmarks and usability research.
- Redesigned onboarding and wireframing flows for wallet creation at Safe.Global, increasing Safes created by 12% and executed transactions by 11% within two years.
- Improved user satisfaction from 18% to 32% at McMakler by leading a full platform redesign and introducing new task management and data entry prototypes validated through usability testing.

PROFESSIONAL EXPERIENCE

Lead Product Designer | EARNM / Mode Mobile *Remote*

Sep 2025 – Jul 2026

- Led end-to-end user experience (UX) redesign of three consumer products into a unified platform, targeting a 15% post-migration retention improvement based on A/B testing and usability research.
- Drove cross-functional collaboration with engineering and business stakeholders to define product requirements, wireframes, and prototypes, compressing design-to-implementation cycles.
- Restructured design operations and stakeholder management processes from a multi-person team to a single AI-augmented workflow using generative AI tools (Claude Code, Cursor), covering product UX/UI, marketing, and design systems.

Stack: Figma, Figma Make, Storybook, Claude Code, Cursor, Dovetail

Senior Product Designer, Web Platform | Safe.Global *Berlin, Germany*

Dec 2021 – Nov 2024

- Redesigned user experience (UX) flows for wallet creation and transaction approvals, increasing Safes created by 12% and executed transactions by 11% (Google Analytics, 2022–2024).
- Improved user satisfaction by 14% through A/B testing, data-informed onboarding experiments, and iterative wireframing and prototyping cycles.
- Built and maintained the core design system with full WCAG (Web Content Accessibility Guidelines) AA compliance, used across all Safe products and developer tooling.
- Led cross-functional collaboration with engineering, product, and marketing stakeholders to support a coordinated token launch with growth UX assets.

Product Designer | McMakler *Berlin, Germany*

Dec 2019 – Oct 2021

- Led full platform redesign for a real estate-fintech enterprise tool, increasing user satisfaction from 18% to 32% measured by in-person survey.
- Ran end-to-end UX research, wireframing, and prototype testing cycles to optimize data entry, task tracking, and customer insight workflows for internal agents.
- Reduced administrative burden across agent teams by redesigning core workflows based on direct usability research and stakeholder feedback.
- Managed cross-functional collaboration with marketing and product managers (PMs) to align brand direction, user needs, and feature rollout sequencing.

UX/UI Designer | Multiple Design & Development Studios *Ukraine / Switzerland*

Nov 2015 – Dec 2019

- Freelance (2018–2019): delivered UX/UI wireframes, prototypes, and feature-based projects for B2B clients while completing postgraduate studies at ECAL, Lausanne.
- Bachoo Design Studio (2017–2018): designed UI/UX for AI landing pages, a fintech mobile app, and two enterprise dashboards.
- Dreamware Development Studio (2016–2017): shipped two mobile apps, one fintech product, and one e-commerce dashboard.
- Thinkmobiles (2015–2016): designed websites, mobile apps, and product concepts as a junior UX/UI designer across multiple client verticals.

AREAS OF EXPERTISE

Product Strategy & Design Leadership • AI-Augmented Design Workflows • UX Research & Usability Testing • Design Systems & Accessibility (WCAG AA) • Growth UX & User Acquisition • Fintech & Enterprise Product Design • Cross-functional Team Leadership • Data-Informed Experimentation • End-to-End Engineering Handoff

Tools: Figma, Figma Make, FigJam, Storybook, Claude Code, Cursor, Adobe Creative Suite, Framer, Webflow, Notion, Jira, Miro

Research & Analytics: UserTesting, Hotjar, Maze, Dovetail, Google Analytics, FullStory, Lookback

Languages: English (fluent), Ukrainian (native)

EDUCATION

Media & Interaction Design | ECAL (Ecole Cantonale d'Art de Lausanne) *Lausanne, Switzerland*

2018 – 2019

Graphic Design | Business College *Cherkasy, Ukraine*

2011 – 2015