

Iana Perovich, Lead Product Designer · Fintech & B2B

Based in Valencia, Spain · Russian Native · English B2 · Spanish A2
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Product Designer with 10+ years of experience in fintech, banking and complex B2B products. I turn ambiguous requirements and complex business workflows into clear end-to-end product experiences, from problem clarification and prototyping to detailed design and delivery.

My experience includes risk monitoring, dispute management, KYC/KYB, payments, banking products, enterprise systems and design systems. One of my key achievements is redesign of the education-loan journey that reduced the process from multiple visits over four days to a single bank visit of approximately 20 minutes for Sber.

I use AI daily to accelerate research, to write UX copy, for ideation and building fully clickable prototypes with working logic and near-final UI.

Senior → Lead Product Designer · Unlimit / Fintech company building payments **2023 – 2026**

- Led product design for a Risk Monitoring System, from clarifying requirements and interviewing risk stakeholders to job stories, end-to-end prototyping and detailed design.
- Designed the APM Dispute Center under a tight delivery timeline, translating risk requirements and spreadsheet-based concepts into a clear operational workflow.
- Audited legacy patterns and UX inconsistencies across Merchant Account and translated the findings into requirements for a future design system.
- Designed mobile banking experiences across cards, accounts, payments, transfers and FX, and defined a new visual direction across iOS, Android and Web.
- Designed KYC/KYB and other onboarding flows, collaborating directly with an external provider to resolve UX issues.
- Took a design-lead role on selected Merchant Account initiatives, structuring ambiguous tasks, reviewing designers' work and aligning solutions with product stakeholders.
- Built a fully clickable APM disputes prototype with functional interactions and near-final UI in 3 days using AI, product requirements, and an existing component library.

Senior Product Designer · Sber / One of Russia's largest banks **2020 – 2022**

- Designed end-to-end lending journeys across iOS, Android and Web, working across four development teams.
- Collaborated with UX researchers and writers on prototypes, hypotheses and usability studies.
- Designed corresponding employee workflows for the iPad application used in bank branches to serve customers.
- Redesigned the education-loan journey, reducing the process from multiple visits over four days to a single bank visit of approximately 20 minutes.

Middle → Senior UX/UI Designer · Nauka / Enterprise software for industrial clients **2017 – 2020**

Led the end-to-end redesign of Riverdoc, an enterprise ECM and workflow management system:

- Defined and validated the redesign through employee research, stakeholder interviews, workflow analysis and usability testing.
- Created a reusable UI kit from components to page templates and determined interaction rules.
- Documented use cases, supported developers through implementation and design reviews, and mentored another designer.
- The redesign improved employee productivity by simplifying workflows and removing unnecessary functionality.

UX/UI Designer · Cubeline Agency / Full-cycle marketing agency **2015 – 2017**

- Designed websites and digital products for B2B and B2C clients from concept through launch.
- Designed the first version of LabelUP, a platform for managing influencer advertising campaigns.
- Worked across analytics, personas, use cases, prototyping and usability audits.
- Collaborated with clients and developers through delivery.