

POLINA LIVSHITZ

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PROFESSIONAL SUMMARY

- **UX/UI Product Designer** leading end-to-end design across B2B, B2C, and B2G markets.
- **Crafting user-centric experiences** based on product strategy, user research, and visual harmony.
- **Accelerating design workflows** through **AI integration** and **cross-functional collaboration**.

WORK EXPERIENCE

2025–Present: **UX/UI Product Designer — Netspark**

- **Sole Product Designer** leading full design lifecycle for 4 products (B2B, B2C, B2G) specializing in AI Content Analysis.
- **Collaborating across Product and Engineering** to translate business goals and technical requirements into intuitive user experiences.
- **Establishing a multi-product Design System** built on high-standard Figma architecture (auto-layout, variables, libraries) and project infrastructure.
- **Augmenting all design stages with AI**—from analysis, wireframing, and copywriting to automated front-end conversion.

2022–2024: **UX/UI Product Designer — Leading Global FinTech Company (under NDA)**

- **Drove UX & Information Architecture optimization** for B2C financial products.
- **Designed user flows** from wireframes to pixel-perfect prototypes using **Figma**.
- **Established content guidelines and performed UX writing** to standardize product voice.
- **Collaborated across Dev, Product, and Marketing** to ensure strategic alignment and execution.
- ✓ Contributed to the launch of 9 fintech products generating 90% of company revenue.
- ✓ The first product reached \$300K in one month with zero promo budget.
- ✓ Achieved early profitability, 10K new users, and a CAC below industry average.

2014–2022: **CRO & UX/UI Designer — Global B2B CRO Company (under NDA)**

- **Led Conversion Rate Optimization (CRO) projects** for global B2B and B2C clients across diverse sectors, including eCommerce, SaaS, finance, software, and gaming.
- **Owned the full design cycle** — from research to A/B testing.
- **Developed data-driven UX strategies** leveraged by usability testing and user behaviour studies.
- Designed interfaces using **Photoshop, Illustrator, InDesign, HTML, and CSS**.
- ✓ Achieved significant business growth: 416% SaaS sign-ups, 404% dating app revenue, 400% finance revenue, 178% B2B revenue, 165% software conversions, and 650% e-commerce revenue.

2013–2014: **Marketing Designer — Bidalgo**

2011–2012: **Web Designer — iOption**

SKILLS

- **Design & Prototyping:**
Figma, Loveable, Adobe Photoshop, Illustrator, InDesign
- **AI Tools:**
ChatGPT, Gemini, Perplexity, Midjourney, Recraft, FlexClip, Generative AI, Prompt Engineering
- **Development:**
HTML, CSS
- **Data Analysis:**
Google Analytics, eRank, Excel, Conversion Rate Optimization, A/B Testing

EDUCATION

2011: **Bachelor of Graphic Design** | Moscow Institute of Art & Industry

2014: **Visual Communication Studies** | Avni Institute of Art & Design – Open University

Psychometry: **687**

LANGUAGES

English (Very High) | Hebrew (Very High) | Russian (Native) | French & German (Mid)

PORTFOLIO

polinalivshitz.com