

Yuliya Guseva, Product Designer (UX/UI)

+44 7476 339892 | yuguseva1704@gmail.com | London, UK
<https://www.linkedin.com/in/yuguseva17/> | <https://www.behance.net/yuguseva>

SUMMARY

Product Designer with 6 years of experience designing internal platforms and operational tools in regulated industries — insurance, payments compliance and investment management. I specialise in dense, data-heavy interfaces: complex tables, permission models, multi-step workflows and the edge cases around them. Background in Mathematics and Computer Science, with working knowledge of HTML/CSS and Python, which shapes how I design for technical constraints and backend-driven behaviour.

SKILLS

Internal Tools & Operational Platforms, Complex Workflows, Data-Heavy UI, Design Systems, Information Architecture, Interaction Design, User Research, Usability Testing, Accessibility (WCAG 2.1 AA), Figma, AI-assisted Design, HTML/CSS, Python, Agile / Scrum, Jira

PROFESSIONAL EXPERIENCE

Markel

UX/UI Designer

March 2026 - September 2026

London, UK

- [Enterprise insurance workflow platform](#)
 - Redesigned a complex underwriting workflow platform used daily by underwriting teams, cutting task completion time by over 50%
 - Mapped end-to-end system behaviour across multi-step processes, documenting user flows, states and edge cases so complex underwriting logic stayed consistent across the product
 - Expanded and restructured the Figma design system with reusable components and patterns, handing it over to a team of 20+ developers to ensure consistency and scalability
 - Produced annotated, ready-for-development specifications covering exact system behaviour, enabling Business Analysts to translate designs directly into developer stories
 - Led design presentations and review sessions with users, Product Owners, Business Analysts, senior stakeholders, and developers to validate concepts, gather feedback, resolve technical constraints, and drive alignment on design decisions
 - Applied WCAG 2.1 AA standards across the redesign, including colour contrast, keyboard navigation, focus states and accessible form patterns

Freelance

UX/UI Designer

August 2025 - December 2025

London, UK

- Redesigned client websites in line with updated business requirements
- Close collaboration with the client throughout the process, designing solutions for both mobile and desktop platforms
- Translated stakeholder requirements into user-friendly interfaces
- Delivered wireframes, responsive UI design, and design system in Figma

Opinov8

UX/UI Designer

March 2025 - July 2025

London, UK

- [ACH compliance and risk management platform](#)
 - Designed an ACH compliance and risk management platform from scratch for a US provider of compliance software to financial institutions, covering transaction monitoring, reporting dashboards, role management and configurable alerts
 - Built the design system from the ground up — components, patterns and states — ensuring consistency across all modules
 - Designed permission-aware flows across four access levels (view-only, standard, manager, admin)
 - Translated regulatory requirements into user flows with stakeholders, and reviewed implemented features against specifications
 - Used AI tools to accelerate domain research, summarise requirements and pressure-test design decisions in an unfamiliar regulatory area

Freelance

UX/UI Designer

June 2023 - March 2025

London, UK

- [ChorDm \(web app for musicians\)](#)
 - Reshaped the feature roadmap through competitor analysis, surveys, user interviews and usability testing
 - Delivered wireframes, UI Kit, and designs for both mobile and web platforms
- [Burdi \(mobile loyalty app\)](#)
 - Designed a referral programme end-to-end, from research and user flows through to final UI

- [TMS for logistics company](#)
 - Redesigned a legacy CRM system for a logistics company
 - Analyzed the existing system and created user flows to document current functionality and identify gaps
 - Improved designs based on user feedback
 - Regularly reviewed implemented features to ensure consistency with the design specifications
- [CityRide](#) (concept mobile app for electric scooters)
 - Created a mobile app from scratch by gathering requirements and conducting full UX research
 - Conducted onboarding and provided mentorship for a junior designer

- **Multi-modular CRM system for investment management**
 - Revised the UI Kit to align with the latest requirements and features
 - Designed features for creating and managing merchants and admin tools

- **BINOM LMS Kazakhstan (Learning Management System)**
 - Designed a LMS interface for students and parents, enabling access to homework assignments, class schedules and academic performance
- **Lukoil Kazakhstan (CRM platform and mobile app)**
 - Designed a CRM platform and a mobile app for field service and maintenance teams

EDUCATION
