Natalia Cebotari
Product Designer

Results-driven Product Designer with over **5 years** experience in product design, UI / UX and **7 years** in graphic & web design. I specialize in creating intuitive products that solve user problems. Expertise in Blockchain ⎸ Web3 ⎸ DeFi ⎸ Fintech ⎸ NFT. Also worked in such industries as tech, commodity trading & risk management, beverage, automotive & film.

Professional Experience

Product Designer, Ripple
Aug 2020 - Present
- Collaborated with cross-functional teams to design the primary product from the ground up: award-winning CBDC platform for minting, managing, transacting, and destroying CBDCs
- Kickstarted the new Design System from scratch that unifies multiple products which significantly increased design and development speed
- Designed new features and improvements for XRPL Explorer, XRPL.org
- Led the design of the new XRP Ledger Sidechain Wallet

Lead Product Designer, DevDocs - Niue Ocean Wide Trust, in collaboration with McKinsey & Company, Pulsario, Notus
Apr 2021 - Present
- Led the design of marketing website & blockchain product solution Niue OCC Project that helped the country to raise **$285k** up to date

Product Designer, XStudio - Dreamstart Labs, Inherent Good
Jan 2020 - Dec 2023
- Designed a new onboarding flow for Dreamstart Labs - the product that simplifies monitoring and assessing savings groups' data for NGOs. Large user groups can now be onboarded faster
- Utilized animation and illustration to enhance user experience

Senior Web, UI & Graphic Designer, Superside
Oct 2018 - Jan 2020
- Superside is a Y-Combinator backed, Silicon Valley, design company trusted by enterprise teams of such companies as HP, Amazon, Uber, Linkedin, Cisco
- Promoted to Senior October 2019
- Led the visual design for multiple clients at the agency

Co-founder, Brand, UI UX & Product Designer, Playsium
Founded in Apr 2019
- Launched successfully on Play Market, 15k+ app downloads

Educational Background

Nuova Accademia di Belle Arti (NABA) Milan, Italy
Bachelor (B.A.) Graphic Design and Art Direction with Honors
2015 - 2018

University of Brighton, The UK
Foundation Course in Arts and Design Illustration
2014 - 2015

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Skills

Design Skills
Web, UI / UX design • Product design • Responsive design • Interaction design • Journey mapping • User research • CSS • HTML5 • Javascript • Prototyping • User flows • Animation • Motion graphics • Storyboards • Logo design • Branding • Digital illustration • Game design • Art direction • Banner design • Editorial design • Layout • Packaging design

Tools/Sofware
- Figma, Sketch
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe After Effects
- Adobe Premiere Pro
- Cinema 4d

Languages
- English (Full professional proficiency)
- Italian (Limited proficiency)
- Russian (Native)
- Ukrainian (Native)

Awards for Projects
- The winner of Fast Company's **2024 World Changing Ideas Awards** - Niue OCC Project
- Future Digital Award winner announced for Fintech & Payments 2023 - CBDC

Additional Information

Clients include Measured Insurance, Guaranteed Rate Insurance, Risa AI, Creaticles, Atiu Glass Decoration, Ignite CTRM, France4U, Allerion Solutions, Oxford Media Factory.