

# 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 insurance, real estate, commodity trading & risk management, beverage, automotive & film.

## Professional Experience

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### 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

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### 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/Software

- 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.