

Julia Bulyndina

Product Designer, UX/UI Designer

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[Portfolio website](#)

ABOUT

Product designer with 5 years of experience owning end-to-end UX across web and mobile, for both B2B and B2C products, including fintech, government, cybersecurity, fitness, and social platforms. I take full ownership of my designs from research through final implementation, partnering closely with engineering and product to ship high-impact features fast, then refine them post-launch based on real user feedback and analytics. My process is research-driven and data-informed, with a strong command of design systems, pixel-perfect UI, and rapid prototyping and iteration, and the output has personality: users should enjoy interacting with a product, not just be able to use it. I also use AI tools actively in my own workflow, which gives me a working intuition for how AI-driven products behave and where they break.

EXPERIENCE

Product Designer Fireart Studio

Jul 2022 - Present

Agency-side product designer owning end-to-end UX across concurrent client projects spanning fintech, government, cybersecurity, fitness, and logistics, managing multiple design tracks at once across different teams, stakeholders, and deadlines.

Governmental B2C platform - NDA

Jan 2025 - June 2026

- Took full ownership of multiple core user flows end-to-end, from research through final implementation, aligning decisions with business goals.
- Created the visual foundation of the design system — color system, typography, and design tokens — establishing consistent branding across the platform.
- Built and maintained the Figma component library (variables, auto-layout, component slots) to keep design and engineering consistent across teams.

Cybersecurity startup - Noetic (ex Cortwo)

Nov 2024 - Jan 2025

- Designed early product concepts from the ground up: key user journeys and interaction patterns for secure communication.
- Designed privacy and trust mechanics as part of the core UX, critical to earning customer confidence in a security product.

Crypto payments platform - NextG / Aeon

Feb 2024 - June 2024

- Designed core money flows — balances, transfers, withdrawals, blockchain wallet — high-stakes, detail-critical UI where precision and user trust are non-negotiable.
- Built and maintained the product design system and advanced prototypes for multi-step transactional journeys, enabling fast validation and iteration.

Fitness app - Sadie Active

Oct 2023 - Feb 2024

- Led user research to identify friction points, then redesigned key flows for retention based directly on findings.
 - Redesigned the full mobile training and nutrition experience with a feature-ship mindset, prioritizing changes with the most impact on emotional engagement and habit formation.
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Social media platform - GETTR

Jan 2023 - Oct 2023

- Owned core communication flows end-to-end: text messaging, live video streaming, real-time interaction patterns.
- Designed complex multi-state screens at scale for high-traffic, dense engagement loops.
- Improved usability and engagement post-launch on the platform's most active surfaces, using real usage data to guide iteration.

UX/UI Designer Freelance

Nov 2021 - Jul 2022

- Owned projects end-to-end for early-stage clients across web and mobile, from first wireframes to polished, implementation-ready UI.
- Worked directly with clients to translate business requirements into shipped products, managing scope and expectations independently.

SKILLS

Product Ownership & Collaboration: End-to-end feature ownership, cross-functional collaboration with engineering and product, managing multiple concurrent projects and deadlines, aligning design decisions with business goals

Design Systems: Component libraries, design tokens, Figma variables, auto-layout, component properties/slots, documentation, cross-team consistency

Visual & UI Design: Pixel-perfect mobile design (iOS/Android), web design, responsive layouts, visual design, typography, color systems, branding foundations

Product & UX Design: UX strategy, information architecture, interaction design, wireframing, fast prototyping and iteration

Research & Testing: Product discovery, user research, moderated usability testing, research synthesis, journey mapping; methodological command of card sorting and A/B testing

AI & Emerging Tools: AI tools and agentic workflows, prompt engineering for design tasks, designing AI-driven product interactions and conversational interfaces

TOOLS

Figma • Claude Code • Cursor • Figma Make • Jitter

LANGUAGES

English (C1) • Ukrainian (Native) • Russian (Native)