

Serafima Mikheeva

Product Designer | Wealth Management, Fintech & B2B

Moscow, Russia | Open to relocation to the UAE

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PROFILE

Product designer with 6+ years across fintech, investments, crypto and B2B services. Currently the sole designer for LUMIX, a wealth management app for Dubai. Strong in user research, complex journeys and design systems. Seeking Senior Product Designer or hands-on Design Lead roles in Dubai.

CORE EXPERTISE

UX research; journey mapping; interaction design and prototyping; design systems; product metrics; cross-team alignment; AI-assisted design; implementation review.

EXPERIENCE

LUMIX - Product Designer (Sole Designer)

2026 - Present | Wealth management product for Dubai

Own end-to-end design of a new wealth management and brokerage app. Initially worked across LUMIX and Alfa Investments in parallel; now dedicated to LUMIX.

- Design the app's user journeys and interfaces, including account opening, and build its design system.
- Conduct user research and rapid usability testing, and monitor product metrics to guide design decisions.
- Partner with the product manager on priorities and backlog planning. Use AI tools throughout the product design workflow.

Alfa-Bank / Alfa Investments - Product Designer

January 2025 - 2026 | Russia

Designed partner investment journeys across Alfa Investments and Alfa Mobile, from marketplace entry points and product cards to purchase and portfolio management.

- Helped launch a partner product marketplace across both apps; the team achieved 5% purchase conversion and a 10x increase in marketplace views over a year.
- Created a reusable product card template with the team, reducing new product time to market from several months to less than one week.
- Established a shared workflow with four partner business units: Alfa Capital, Alfa Pension Fund, digital financial assets and Alfa Insurance, accelerating approvals.
- Conducted research and coordinated studies with Alfa Laboratory. Developed a two-year target experience for the Long-Term Savings Programme and contributed to junior brokerage accounts and the wider investments and savings vision.

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Product Designer | Experience, education and skills

VTB - Product Designer, Business Services

February 2024 - January 2025 | Russia

Designed purchasing, activation and management journeys for non-banking services in VTB Business web and mobile banking, including individual and company checks.

- Helped add a home page entry point that doubled service MAU and supported growth in non-banking service sales.
- Worked with the team to release two new services, introduce subscription auto-renewal and redesign mobile service management.
- Partnered with business analysts on hypotheses and used qualitative and quantitative research to guide decisions.

Wolle Development - Product Designer

September 2022 - February 2024

- **Stakewolle:** designed a gamified Cosmos staking platform with partner rewards, attracting 1,000+ active users. Led website and brand redesign, created social media templates, developed hypotheses and reviewed product and acquisition metrics.
- **Hodler:** redesigned the mobile crypto wallet and designed its web version. Worked with developers on user flows and implementation review across both products.

Eklektika Guide - Multidisciplinary Designer

April 2021 - August 2023 | Saint Petersburg, Russia

- Redesigned the travel company's brand across print, kiosks, vehicle graphics, merchandise, interiors and social media. Designed a website concept that was not implemented.

Site 3D - Product Designer & Researcher

March 2020 - September 2022

- Developed and tested hypotheses through dozens of in-depth research sessions; supported partnership outreach and business accelerator participation.
- Designed the website and a 3D configurator interface, built Tilda websites and created Blender models and visualisations.

EDUCATION

Saint Petersburg Stieglitz State Academy of Art and Design

Bachelor's degree in Design, 2021

Additional training: DL Workshop, 2021.

TOOLS

Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Blender 3D, Microsoft PowerPoint, Tilda.

LANGUAGES

Russian - native | English - B2 (upper-intermediate)