

Sofia Sysoeva

Senior Product Designer

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Profile

Product Designer with 5 years of experience and a fullstack development background, currently designing B2C and B2E fintech products in Trade Finance at Sber CIB. Works at the intersection of design, product, data and engineering; digging into business logic, researching with customers and bank employees, challenging requirements, and turning complex, regulated processes into experiences that feel simple. Hands-on with AI-assisted design-to-development workflows and building custom AI agents.

Experience

Sber

Moscow, Russia

Senior Product Designer, Trade Finance (CIB)

April 2025 - Present

- Sole design owner of Escrow Accounts, a 5-year-old product protecting homebuyer funds in new-build real estate, across the B2E employee system (tablet and web) and the B2C Sber mobile app (iOS and Android).
- Shipped a regulatory tax residency step to B2E and B2C in about two months; despite adding a mandatory step, successful B2C account openings grew 16% (16.8K to 19.5K users) and completion rate rose from 65.5% to 68.3%.
- Led the full migration of Escrow B2E to a new design system, reworking UX, states, validations and copy from account opening to closing; designed a custom widget that was adopted into the bank-wide design-system library.
- Rebuilt scattered, outdated Escrow design files into a single source of truth for Business, Engineering and QA, so teams could resolve cross-team questions without design in the loop.
- Designed the deal registry, deal card, onboarding and entry points for Safe Deal, a new B2C escrow service for private deals, built from zero with 100+ people across 7 teams on a new web-widget architecture; launched in September 2026.
- Initiated research on subsidised letters of credit (3 rounds of moderated testing with 7 branch employees) that changed product and backend logic: programme search success went from 0/5 to 5/5.
- Contributing to TF AI PDLC, a multi-agent environment that generates Jira tasks, Confluence docs and research hypotheses; exploring AI-assisted design-to-development workflows with Pixso MCP.

Blazee

Moscow, Russia

Product Designer, iOS running app

November 2023 - May 2025

- Led discovery for a running app built as an accessible local alternative to global tracking apps, validating demand through CustDev interviews and surveys.
- Ran competitive analysis of Strava, NRC, Fitness+ and Final Surge using app store reviews, community discussions and interview insights; defined core user groups and product hypotheses.
- Mapped key scenarios through CJM and user flows, built the screen map, visual direction and UI kit for the iOS app.
- Prepared interactive prototypes and ran moderated usability testing before handoff to development.

Russian University of Transport (RUT MIIT)

Moscow, Russia

Product Designer & Fullstack Developer, Career Center

September 2021 - August 2023

- Designed and built an [automated career center system](#) that matches students with vacancies and internships by field of study, specialisation and academic rating.
- Created a points-based model that turns academic performance and achievements (projects, papers, research, lab work) into a score for vacancy matching.
- Developed the platform end-to-end with Python, Django, SQLite, JavaScript, HTML and CSS.
- Added a channel for students to reach career center specialists for CV and application support, aiming to reduce manual work at the career center.

Education

Russian University of Transport (MIIT)

Moscow, Russia

Master's Degree in Transport Process Technology

2023 - 2025

Russian University of Transport (MIIT)

Moscow, Russia

Bachelor's Degree in Applied Informatics

2019 - 2023

Togliatti Art Lyceum

Togliatti, Russia

Fine Arts Vocational Education

2010 - 2019