

Nadi Epina

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SUMMARY

User Experience & Product Designer with a strong background in **UX/UI design, user research, and design systems**. Passionate about **scalable, intuitive digital experiences** and enhancing financial technology products through **user-centered design**. Proficient in **Figma, prototyping, usability testing, and front-end collaboration**. Completed **UX/UI Design Boot Camp at UC Berkeley (2024)**. Seeking to contribute to SoFi's **Pacific design system** and improve user experience in financial services.

EXPERIENCE

Embily – UX/UI Designer & Researcher | 2022—Present

Embily is a global fintech company providing seamless crypto payment solutions. The platform simplifies transactions between fiat and digital assets for users worldwide.

- Conducted **400+ user interviews** and usability tests, informing data-driven product decisions.
- Designed **interactive prototypes and wireframes** for web & mobile applications.
- Improved **product accessibility and visual consistency** through design systems.
- Collaborated with engineers to ensure **seamless implementation** of design components.

Embily (Remote / New York, USA) – Project Manager | 2021-2022

- Conducted **user research & usability testing** to optimize fintech product workflows.
- Designed and tested **new UI patterns**, increasing engagement by **20%**.
- Worked closely with engineers to **refine and implement design updates**.

Effebot (Europe, Hong Kong, Russia) – Product Manager | 2015-2020.

Effebot is a global SaaS company offering AI-driven voice messaging solutions for businesses, optimizing customer outreach and engagement

- Led **customer development projects** and extracted user insights for product iterations.
- Designed and **implemented UI updates**, improving retention and engagement.
- Worked with designers & developers to **streamline UX flows**.

EDUCATION

- **UX/UI Design Boot Camp – UC Berkeley (2024)**
- **Bachelor of Science in Accounting – Perm State National University (2014)**
- **Global Leadership Program (GLO) – UC Berkeley (2021)**

TECHNICAL SKILLS

- **Design & Prototyping:** Figma, Sketch, Adobe XD, Illustrator, Photoshop
- **Design Systems & UI Components:** Figma Components, Tokens, Atomic Design
- **User Research & Testing:** Usability Testing, A/B Testing, Interviews
- **Development Basics:** HTML, CSS, JavaScript (for collaboration with engineers)