Artur Lubin

Senior UX/UI & Product Designer

Tallinn, Estonia · Open to remote

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01. PROFESSIONAL SUMMARY

Creative and self-driven UX/UI & Product Designer with over 9 years of experience across fintech, e-commerce, and marketing. Specialized in financial platforms, mobile applications, design systems, and visual identities. Strong focus on user experience, product thinking, and visual storytelling.

Skilled in translating business requirements into clear user flows, wireframes, prototypes, and polished UI. Confident working end-to-end: from research and concept to final design and developer handoff. Experienced in collaborating with product managers, developers, and stakeholders to deliver user-centered, conversion-focused solutions.

02. CORE SKILLS

Product & UX Design

- User flows, information architecture, UX for complex financial products
- Onboarding, application journeys, dashboards, account views
- Mobile-first design for iOS/Android and responsive web

Research & Process

- UX audits and heuristic evaluation
- Wireframing and prototyping (low to high fidelity)
- Iterative design with developer and stakeholder feedback

UI & Visual Design

- Design systems, components, layout grids, interaction patterns
- High-fidelity interfaces for fintech platforms and web apps
- Branding, identity systems, and marketing visuals

Marketing & Branding

- Campaign visuals, landing pages, banners, email assets
- Consistent brand language across digital and print
- Print-ready materials: brochures, roll-ups, posters, OOH

03. PROFESSIONAL EXPERIENCE

Placet Group OÜ — Tallinn, Estonia

2016 - Present

Senior UX/UI & Product Designer / Graphic Designer

- Led UX/UI design and system architecture for a new Open Banking financial platform, covering user flows, prototypes, and visual design.
- Designed mobile and desktop interfaces for fintech products including **smsraha.ee** and **laen.ee**, aligning UX with business goals and regulatory requirements.
- Developed **moncera.com** deposit product from scratch, ensuring seamless onboarding and a consistent visual language with existing brand assets.

- Built a unified multi-product credit application flow used across several brands, simplifying customer access to different loan products.
- Created a price comparison product for Estonian retail markets, focusing on clarity of complex financial and product information.
- Collaborated closely with developers to ensure responsive, accessible, and user-friendly implementations.

Key skills used: UX architecture, user flows, wireframing, prototyping, responsive web design, design systems, Figma, Adobe CC, marketing design.

Dreamline — Freelance (Remote)   Jan 2019 — Sep 2022

Graphic & Web Designer

- Designed digital and print advertising campaigns, including visuals for web, social media, and email.
- Produced print assets such as roll-ups, brochures, and flyers aligned with ongoing campaigns.
- Assisted with website graphic updates and visual consistency across pages and marketing materials.

Melior Clinics Tallinn — Freelance (Remote)   Jul 2019 — Apr 2022

Graphic & Web Designer

- Designed advertising and printed materials (flyers, posters, magazine ads) for a beauty clinic.
- Created and maintained website visuals and promotional campaign graphics.
- Supported the brand across various channels, ensuring a coherent visual identity in both digital and print formats.

K-rauta AB — Freelance, Tallinn / Remote   Apr 2019 — Oct 2022

Graphic & Web Designer

- Created and executed advertising campaign concepts for digital channels.
- Designed multi-format assets for Facebook, Google Ads, and email campaigns.
- Prepared files for email marketing and ensured consistency of campaign visuals across all platforms.

Kaup24.ee — Tallinn, Estonia   Aug 2014 — Sep 2016

Graphic & Web Designer

- Designed daily promotional campaigns for a rapidly growing e-commerce platform.
- Produced banners, campaign visuals, and email marketing materials under tight deadlines.
- Helped organise and distribute products into visual categories, improving their presentation and clarity for users.