

Elizabeth Kaznadey

Product Designer

London, UK

elizaveta.kaznadey@gmail.com

+44 778 073 7462

[LinkedIn](#)

[Portfolio](#)

Personal Statement

Product designer with 6+ years of experience, including 4.5 years as the sole product designer at a low-code/no-code platform. I own the full design process end to end: research, prototyping, testing, and implementation with engineers. Over the last year, I've integrated AI deeply into my workflow, using it daily for research, prototyping, and building functional features and AI-driven interfaces. Looking for a role where I can shape product direction, design AI-powered experiences, and build with a great team.

Skills

Figma · Claude Code · Photoshop · Illustrator · Design Systems · Prototyping · User Research · AI-assisted Design · Cross-functional Collaboration

Experience

Product Designer

Fliplet · Dec 2021 – Present

- Sole product designer for a low-code/no-code platform serving enterprise and self-service clients
- Own the full design process end to end, working closely with engineers on implementation details, edge cases, and QA to ensure designs ship as intended

- Conduct user research and competitive analysis to inform design decisions, using user flows, personas, and journey maps
- Collaborate with Product, Engineers, and Growth teams on prototypes, validation, and experiments to improve engagement and conversion
- Facilitate design reviews, collect feedback, and iterate on designs based on user needs and stakeholder input
- Use AI tools daily for research, prototyping, and building functional features independently
- Built and maintain an AI-readable design system (JSON tokens, component files, markdown documentation) with handoff processes, enabling rapid prototyping with different tools
- Led UI/UX for a full platform redesign, building AI-driven conversational interfaces for app creation
- Designed and built complex app templates (40-50 screens, multiple user roles, permissions) that maximise value for customers
- Redesigned the publishing flow for App Store, Google Play, and web, reducing failed builds and support requests

UI / UX Designer

Codebridge Technology · May 2021 – Nov 2021

- Designed web apps, SaaS products, and mobile apps for agency clients
- Delivered UI/UX across multiple projects with fast turnarounds

Freelance Designer

Self-employed · Jul 2020 – May 2021

- Designed a SaaS platform for a client
- Created websites for clients including a rock tiles company in Switzerland and an estate agency in London

Welfare Manager

Skywind Group · Oct 2018 – Jul 2020

- Managed internal and external communications
- Led internal event management and brand initiatives
- Developed stakeholder relationships across teams

Community Manager

Daxx · Sep 2016 – Sep 2018

- Managed internal and external communications
- Organised events and supported brand management
- Built relationships across distributed teams

Education

Bachelor's degree in Architecture National Aviation University · 2012

Languages

English · Ukrainian